JULY 6, 1953
TECHNOLOGY DEPT.

35c PER COPY

BUSINESS & FINANCE
DETROIT PUBLIC LIBRARY

BROADCASTING TELECASTING

Detroit Public Library
Technology Dept
96 Putman Dr
Detroit 2 Michigan

PUBLIC LIBRARY
JUL 7 - 1953
DETROIT

IN THIS ISSUE:

ABS & Affiliates Plan New Strategy
Page 22

Color Ratings Now One Big Problem
Pages 56-57

Channel 7 Goes To KBTV Denver
Page 46

Network Rate Hike Will Raise Ire
Page 27

FEATURE SECTION
Starts on Page 79

22ND year

HOUSTON PREFERS KPRC-TV 99 to 1

HOUSTONIANS SELECT CHANNEL 2 OVER ALL OTHER STATIONS!

Houston televiewers had a clear-cut choice of stations during the great Ford 50th Anniversary program, telecast on both NBC and CBS, Monday, June 15. Hooper reports 99.1% of Houston viewers watched the NBC telecast on their own Houston station, KPRC-TV.

LESS THAN 1% WERE WATCHING OTHER TV STATIONS, INCLUDING ANOTHER STATION TELEVISING THE SAME PROGRAM!

While the division of audience normally is not so great as 99 to one, nevertheless all rating services in the market — Hooper, Pulse, ARB — have confirmed consistently the OVERWHELMING preference of Houston viewers for KPRC-TV and its programs! Day and night ... hour after hour ... week after week ... the people's choice is Channel 2 in Houston!

NEW POWER!

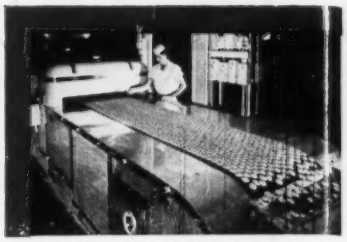
Within a matter of days, KPRC-TV's new, million dollar studios will have a 750 foot tower with a 6 bay antenna, greatly increasing our already tremendous coverage area.

FIRST BY FAR ...

KPRC-TV CHANNEL 2

Jack Harris, vice president and general manager
Nationally represented by Edward Petry and Company

XUM



NATIONAL BISCUIT COMPANY DOES A COMPLETE JOB . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

The National Biscuit Company name dates back to 1898. But its history really began in 1792, the year Theodore Pearson began making a thick, hard cracker known as "pilot cracker" or "ship bread." Pearson's bakery eventually became part of the National Biscuit Company.

Today NABISCO is the world's largest baking company, selling to practically every retail outlet in the U.S.—an achievement based on skill, experience and rigid quality control.

In its field of broadcasting, Havens & Martin, Inc. Stations stand as pioneers and leaders. WMBG, WTVR and WCOD comprise the first and only complete broadcasting institution in Richmond. Year after year, the people living in the rich areas around Richmond continue to be served with the finest entertainment and public service. Advertisers, too, are familiar with the fine service and good results that come with the First Stations of Virginia. Quality and service always pay off!

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

To *Better* Serve Alabama*

The Birmingham News

JOINS WITH

WAPI
Application Pending for 50 KW

WAFM
Now 56 KW

WAFM-TV
Soon to be 316 KW

Henry P. Johnston, executive vice-president of THE BIRMINGHAM NEWS CO., who has managed The NEWS' radio properties for the past 17 years. He now is president and managing director of the three stations.

and the Columbia Broadcasting System

*Advertisers will profit, too! They will receive the benefit of vastly increased promotional facilities, stepped-up merchandising and valuable research activities.

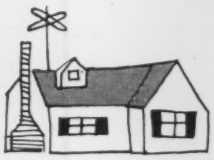
Represented by
CBS Radio and TV
Spot Sales

WAPI and WAFM-FM, Birmingham, Ala., under same management

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

TWO
YEARS
ACHIEVING
OUR
AIM . . .

PUBLIC SERVICE AND COVERAGE



NBC
TV-AFFILIATE

WLEV-TV

Bethlehem · Allentown
Easton

Two years ago, WLEV-TV knew what it wanted, set out to get it. It wanted to serve the people of Pennsylvania's rich Lehigh Valley and give advertisers one medium for reaching all of its people. Two years of experimental television testing have established WLEV-TV's signal and assured coverage to reach the homes —the people—in this large market—a big sales prospect for you. WLEV-TV offers a steady profit potential for your product. To reach all the people in this rich market—that spend $1,037,542,000 annually in retail sales—buy WLEV-TV. Write for information today.

Represented by

MEEKER TV *Incorporated*
NEW YORK LOS ANGELES
CHICAGO SAN FRANCISCO

A Steinman Station

XUM

closed circuit®

NBC WILL definitely split its radio and TV activities but not as sharply as CBS. President Frank White henceforth will concentrate on radio, with Jack Herbert, second in command as network operations vice president, doing same in TV. Brig. Gen. David Sarnoff, chairman of RCA-NBC, will continue to supervise NBC operations until "unintegration" is completed — probably until year-end.

★ ★ ★

NBC PRESIDENT Frank White expected to select, probably from present NBC organization, new sales and programming heads. Working in TV organization under Jack Herbert will be William H. Fineshriber, vice president and general manager, Charles (Bud) Barry, vice president in charge of programs, and Vice President David Adams on administration.

★ ★ ★

NEXT PROJECT of FCC Chmn. Hyde expected to be licensing of TV stations for full statutory three-year period rather than present one-year tenure. Project is sequel to his plan to eliminate paper work. He's now pressing for total elimination of annual financial forms and simplification of ownership statements.

★ ★ ★

FOR FIRST time in years, FCC is sitting with only six members (and resultant possibility of 3-3 ties). Word expected momentarily on President Eisenhower's new nominee to succeed Paul A. Walker. Here is line-up Thursday (when we went to press): Charles Garland (KOOL Phoenix) and Robert J. Dean (KOTA Rapid City) still in running; J. Paull Marshall (Maryland attorney) coming up strong; Julius N. Cahn (New Yorker, counsel of Senate Foreign Relations Committee) riding hard with mounting Congressional support; bringing up rear but still not out, Edward J. Heffron (former NARTB); Glenn D. Gillett, ex-consulting engineer, and Walter Johnson, ex-FCC attorney.

★ ★ ★

CURRENT FUROR with Sen. Edwin C. Johnson (D-Colo.) on his baseball bill (story page 58, editorial page 110) has led to renewed discussion by CBS high command as to whether its network interests are compatible with NARTB's overall operation. CBS-TV holds membership (Vice President Merle S. Jones sits on TV board) but CBS Radio hasn't returned to fold since it walked out several years ago.

★ ★ ★

CONTROVERSY over Johnson baseball bill, *supra*, has erupted into trade association *whodunit*. Members want to know who it was who dashed from board meeting at which anti-Johnson resolution was adopted and filled in Colorado Senator verbatim on what transpired and notably who voted which way before vote became unanimous.

★ ★ ★

IT'S NO rumor. Sen. Edwin C. Johnson (D-Colo.), aware that his baseball bill faces greater chance for defeat in House, is getting up full steam to head off broadcaster opposition. His new letter campaign coupled with follow-the-leader bill writing in House to include the Johnson amendment on sustaining baseball broadcasts are sure signs Senator is not wasting time nor effort.

★ ★ ★

WHETHER FCC will take cognizance of situation surrounding recent acquisition of several important affiliated stations (both radio and TV) by networks for national spot representation, was question raised in Washington last week following visit of officials of Station Representatives Assn. Tom Flanagan, managing director, accompanied by former SRA president, visited several members of FCC, but would not discuss nature of conversations.

★ ★ ★

RADIO and TV due to get increased attention at this year's convention of Assn. of National Advertisers, slated Sept. 21-23. Although ANA conventions have featured radio-TV sessions in recent years, this time radio-TV panel also being planned, with invitations extended to FCC Chairman Rosel H. Hyde, RCA-NBC Board Chairman David Sarnoff, CBS President Frank Stanton, and James M. Cox Stations' Radio-TV Managing Director J. Leonard Reinsch. ANA's radio-TV committee headed by Edward Ebel, General Foods advertising and merchandising director.

★ ★ ★

PAUL A. WALKER finished his tenure at FCC June 30 but as one of his last acts he struck blow for educational TV that's destined to have repercussions for months. As Acting Chairman (Hyde was testifying before Congressional committee), Walker called up highly explosive Milwaukee Ch. 10 petition of Hearst (WISN) for commercial grant on it and it was voted down 4-1 (story page 56). Some Wisconsin legislators are fuming, notably since Governor Kohler had asked FCC to hold up action until special study he had ordered had been completed.

★ ★ ★

ALL SIGNS point to excruciatingly rigorous competition between NBC and CBS. Brig. Gen. David Sarnoff, who has taken over policy direction of all NBC operations, isn't disposed to relinquish leadership on any front. He's represented as being interested in the "long haul" and not in immediate dollar or today's ratings. And it wouldn't surprise close observers to see NBC invest new millions in both network operations under Gen. Sarnoff's immediate supervision.

★ ★ ★

HOPEFUL portent for those who are selling uhf short. First calculations in upcoming 32-station uhf survey by American Research Bureau indicate conversion rate to uhf reception will show startling increase in some intermixed vhf-uhf cities.

IN THIS ISSUE

LEAD STORY

MBS and its affiliates advisory committee are studying operational changes in the network. There may be changes in the system of paying affiliates. *Page 27.*

COLOR TV

NBC, anticipating FCC approval of the RCA-NBC petition for color TV, will start teaching agencies and other TV producers the tricks of the new trade. *Page 28.*

FCC will be cautious and exacting in considering color. *Page 29.*

A B•T check of manufacturers turns up concern as to whether tri-color tubes are ready for commercial use. *Page 30.*

ADVERTISERS & AGENCIES

What sponsors are doing about summer schedules on radio and television networks. *Page 32.*

TRADE ASSOCIATIONS

This year's NARTB district meeting schedule will open at Seattle Sept. 14-15. *Page 46.*

GOVERNMENT

In first final decision in post-thaw TV comparative hearing cases, FCC grants vhf Ch. 7 in Denver to KLZ. Decision still leaves in doubt the general policy toward conflict between movie exhibition and TV. *Page 50.*

Leonard Erikson, vice president of McCann-Erickson, is appointed to head Voice of America. *Page 54.*

FCC proposes new speed-up rules for TV processing. *Page 58.*

STATIONS

Seven new TV outlets begin operation. *Page 62.*

NETWORKS

At convention of NBC's national sales force, Brig. Gen. David Sarnoff, RCA-NBC chairman, vows network will hold first place. *Page 72.*

PERSONNEL RELATIONS

Jurisdictional dispute between AFTRA and AFM may precipitate a show-down strike against an innocent third party—KTLA (TV) Los Angeles. *Page 77.*

FEATURES

A guide for buyers and sellers of radio time to check a station's rate per thousand circulation against the national average. *Page 82.*

Hints from a successful uhf operator on how to get a high-band station off to a sound start. *Page 84.*

UPCOMING

July 7-8: BAB-BMI Sales & Program Conference, Selwyn Hotel, Charlotte, N. C.

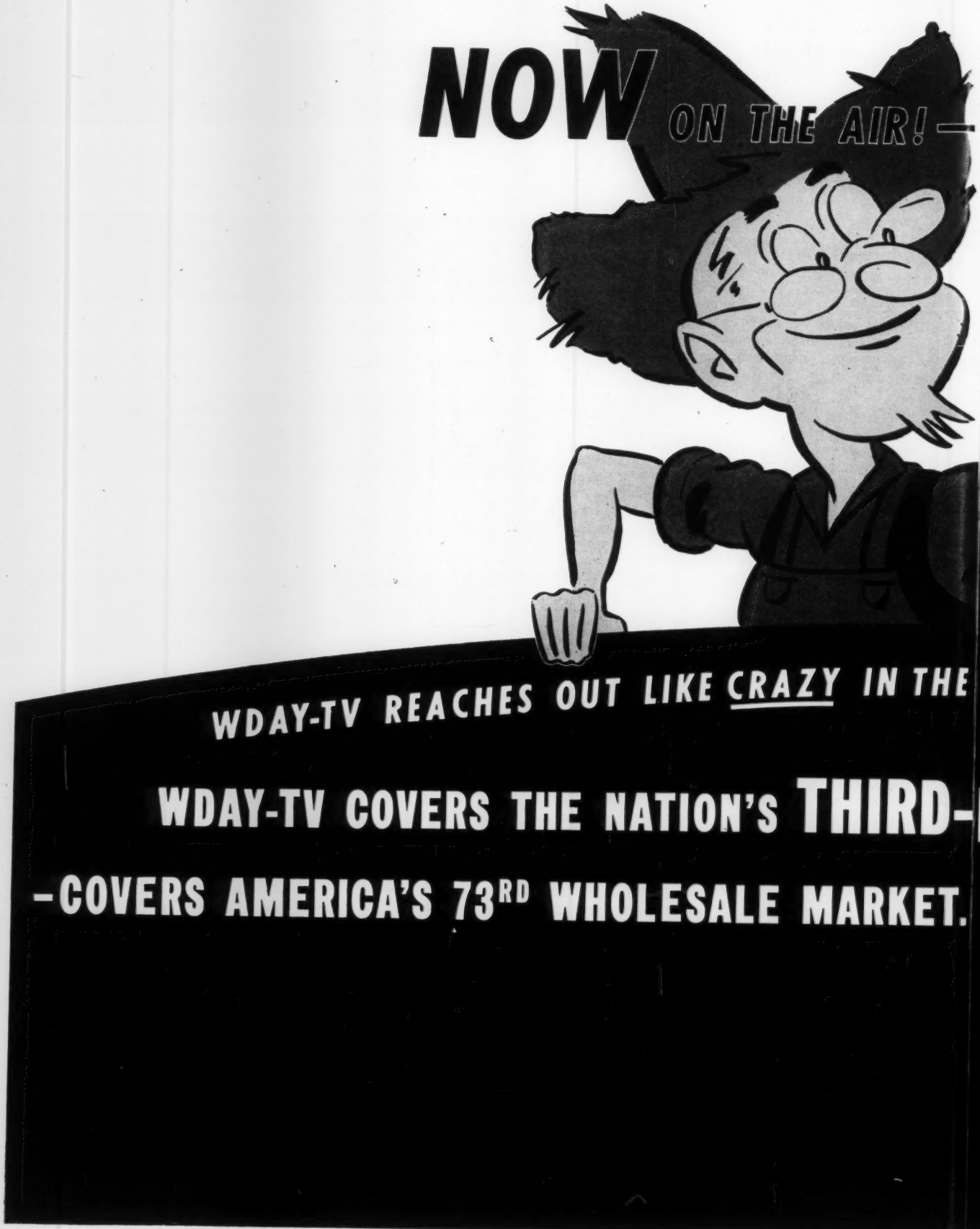
July 8-9: BAB-BMI Conference, KFYR Studios, Bismarck, N. D.

July 8-10: Hearing on NARBA, Capitol, Washington.

July 9-10: BAB-BMI Conference, Roanoke Hotel, Roanoke, Va., and Hotel Radisson, Minneapolis.

July 10-11: BAB-BMI Conference, Daniel Boone Hotel, Charleston, W. Va.

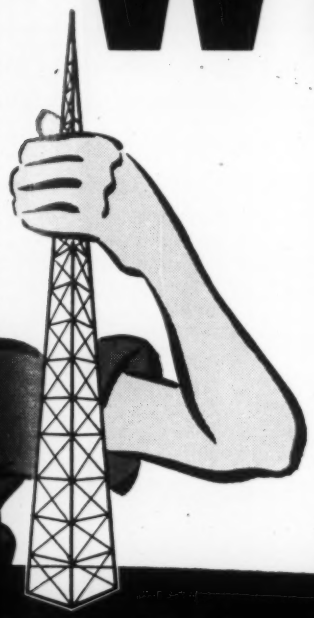
(For other Upcomings, see page 99)


NOW ON THE AIR! —
WDAY-TV REACHES OUT LIKE CRAZY IN THE RI
WDAY-TV COVERS THE NATION'S THIRD-BI
-COVERS AMERICA'S 73RD WHOLESALE MARKET.

WDAY-TV

FARGO, N. D.

CHANNEL 6



RICH FLAT LAND OF THE RED RIVER VALLEY!

BEST COUNTY IN RETAIL SALES PER CAPITA*

**FARGO RANKS HIGHER IN WHOLESALE SALES
THAN MANY LARGER CITIES
SUCH AS CAMDEN, N. J. AND WILKES-BARRE, PA.**

*CASS COUNTY, N. D.—THIRD BEST AMONG ALL U. S. COUNTIES OF OVER 50,000 POPULATION

AFFILIATED WITH NBC • CBS • ABC • DUMONT

FREE & PETERS INC., Exclusive National Representatives

KRNT IS THE ONLY DES MOINES STATION THAT CAN TALK HOOPERS

● So you *know* you're right when you buy the Big-Time Buy . . . the station with the fabulous personalities and the astronomical Hoopers!

HOOPER LEADER . . .
MORNING—AFTERNOON—EVENING

Katz Represents That Very Highly Hooperated, Sales Results Premeditated, CBS Affiliated Station In Des Moines

KRNT
DES MOINES RADIO
THE REGISTER AND TRIBUNE STATION

at deadline

RCA Quotes Prices in Custom Color Catalog

COLOR-eager TV station operators who place orders with RCA now can be assured of custom-built station color equipment sometime first half of 1954, RCA announced Friday. Letter from A. R. Hopkins, broadcast equipment sales manager, included contract and 14-page brochure on equipment. Mr. Hopkins estimated that by ordering now, stations could be assured of color gear for NTSC-approved signal specifications at least year before commercial equipment could be delivered.

Groups of equipment were broken down into six categories, depending on extent to which station operator might wish to engage in color transmissions. Group A, for broadcasting of network color programs only, listed at $14,380.50, with down payment of $2,932.61. This group includes two color stabilizing amplifiers at $1,400 each, tri-color monitor with kine at $3,000 and associated equipment. Group B, color test equipment, suggested in association with Group A, priced at $12,230, with down payment of $2,786.10, including color bar generator (rack mounted) at $2,250 and associated equipment. Group C, color synchronizing equipment, necessary for all locally originated color programs, at $7,480, with down payment at $730.35. Group D, color slide camera chain, at $31,378.80, with down payment of $6,361.47, including monochrome control monitor at $3,100, tri-color monitor at $3,000 and monitor auxiliary at $3,000. Group E, color film chain, at $49,398.80, with down payment of $10,866.47, including 16mm projector at $19,150. Group F, color studio camera chain, at $66,580.40, with down payment of $12,497.01, including color camera without image orthicons at $21,600 and set of three matched image orthicons at $5,700.

Air Force Film

ROCKHILL PRODUCTIONS, N. Y., producing half-hour adventure series for radio and TV, titled *Jet Fighter*, in cooperation with U. S. Air Force. TV series pilot film finished; radio version to premiere over ABC Thursday.

LADY ESTHER BUYS TV

FOLLOWING trend of manufacturers of beauty preparations to go into TV [B•T, June 29], Lady Esther cosmetics will sponsor on alternate weeks with Dunhill cigarettes, new package, *I Bonimo*, featuring Ezio Pinza, on NBC-TV, Sat., 8-8:30 p.m. Program will replace *My Hero*, heretofore sponsored by Dunhill alone. Biow Co., N. Y., is agency.

Radio-TV Set Output Well Above Last Year

PRODUCTION of radios in 1953 passed 6 million mark during May and TV sets reached 3 million in same month, according to Radio-Television Mfrs. Assn.

RTMA found that 6,102,711 radios were made in first 21 weeks of year, more than 1.6 million above 4,469,432 radios in same 1952 period. TV sets totaled 3,309,757 at end of May compared to 1,957,083 in same 1952 period.

May radio output totaled 1,108,991 sets compared to 843,569 in same 1952 month. TV output in May reached 481,936 sets, only 4,064 under record for month of 486,000 in 1952.

FM radio production totaled 41,275 sets, with another 276 TV sets containing FM tuners. Following are radio-TV figures for first five months of 1953:

	Television	Home Sets	Portables
January	719,234	361,921	93,962
February	730,597	402,742	87,711
March (5 weeks)	810,112	442,101	177,656
April	567,878	286,974	201,476
May	481,936	278,156	204,065
Total	3,309,757	1,771,894	764,870

	Auto	Clock	Total Radio
January	447,667	189,592	1,093,142
February	491,062	210,924	1,192,432
March (5 weeks)	654,367	275,079	1,549,203
April	483,092	187,394	1,158,936
May	497,379	129,391	1,108,991
Total	2,573,567	992,380	6,102,711

RCA Ships to KEDD (TV)

RCA VICTOR last week shipped 1 kw uhf transmitter to KEDD (TV) Wichita, Kan. Station, on uhf Ch. 16, plans Aug. 1 start.

• BUSINESS BRIEFLY

DEAN MOVING • Richard Dean, media director on Procter & Gamble's account at Dancer-Fitzgerald-Sample, N. Y., resigning from that agency to move to another, as yet unannounced.

DOESKIN TO BUY KATE SMITH • Doeskin tissues expected to buy Thursday 3:45-4:00 p.m. portion of NBC-TV's *Kate Smith Hour*, starting Sept. 24 for season. Agency: Grey Adv., N. Y.

GARRETT ON RADIO • Garrett & Co. (wine), N. Y., through David J. Mahoney Inc., preparing commercials for radio spot campaign which probably will be ready by Aug. 1 for fall buying.

SERUTAN SUMMER SHOW • Serutan Co. to sponsor *It's the Barry's* as summer replacement for its Victor Lindlahr show (NBC radio, Mon.-Fri., 9:15-30 p.m.)½ effective tonight. Agency: Edward Kletter Assoc., N. Y.

BILLFOLDS ON *TODAY* • Prince Gardner billfolds to sponsor participations on *Today* on NBC-TV, starting mid-November, through Grey Adv., N. Y.

POLAROID NAMES • Polaroid Corp., Cambridge, named Cunningham & Walsh, N. Y., to handle its promotion of Polaroid 3-D glasses. Company's camera account continues with BBDO, Boston.

CBS-TV Signs 4 More; Network Total Now 123

SIGNING of four new affiliates by CBS-TV, raising network total to 123, announced by station relations vice president Herbert V. Akerberg. They are: KMJ-TV Fresno (Ch. 24), owned by McClatchy Broadcasting Co. with William S. Sanford as general manager, as secondary interconnected affiliate, effective June 15, and following signed as primary non-interconnected affiliates, effective on dates shown: KNOE-TV Monroe, La. (Ch. 8), owned by James A. Noe with Paul H. Goldman as manager, Aug. 2; KGBS-TV Harlingen, Tex. (Ch. 4), owned by Magic Triangle Televisors with Troy McDaniel as general manager, Sept. 27, and KFBC-TV Cheyenne (Ch. 5), owned by Frontier Broadcasting Co. with William C. Grove as general manager, Dec. 1.

Fulton, Wagner to Direct Rounsaville Stations

JOHN FULTON, former general manager of WGST Atlanta, who resigned in June [B•T, June 22], named managing director of network stations operated by Robert W. Rounsaville, president and owner of chain. Bill Wagner, manager of WLOU Louisville, named director of Rounsaville independent stations.

Mr. Fulton's duties include supervision of WQXI Atlanta, WBEJ Elizabethton, Tenn., and WBAC Cleveland, Tenn. Mr. Wagner will be in charge of WMBM Miami, WLOU Louisville and new WCIN Cincinnati which goes on air about Aug. 15. Rounsaville group also has TV grants in Louisville (Ch. 41) and Cincinnati (Ch. 54).

FILM MAKERS BARGAIN WITH PETRILLO

NEW FLAT rate royalty formula covering background music on dramatic and other filmed video shows which would replace current 5% levy, may be worked out for TV film packagers and producers as result of meetings between AFM President James C. Petrillo, his chief aide, Rex Ricardi, and key packaging and production executives.

Current AFM formula, in effect for three years, has worked a hardship on packagers, producers and advertisers, and new royalty arrangement probably would follow pattern worked out for TV film announcements and jingles last fall. Under that contract with producers and advertising agencies, the AFM's music performance trust fund receives a flat $100 per year for each one minute or less filmed announcement or jingle produced, instead of percentage previously demanded. Contract places no limitation on number of performances or stations releasing anouncement or jingle over years.

It is estimated that producers and packagers who control more than 50% of filmed TV shows now on air have attended or been represented at the various "off the record" meetings with AFM New York executives. They reportedly include Lew Wasserman, president, Music Corp. of America; Hal Roach Sr., Hollywood producer; Ralph Cohn, general manager, Screen Gems Inc., TV subsidiary Columbia Pictures; executives of Bing Crosby Enterprises; Cosman Productions; Ziv TV Programs and others.

Although no deal has been worked out, AFM executives are open to proposals and told packagers and producers to formulate and present what they consider a fair proposition.

XUM

CHANNEL 5

waga-tv

now 100,000 watts

Counties from which 13,624 pieces of mail were received in 19 days in December, 1952, when WAGA-TV was operating on only 26,000 watts.

The Atlanta television station that pulled 13,624 letters from 133 counties in five states in just 19 days—when it was operating on 26,000 watts—NOW operates on a full 100,000 watts!

WAGA-TV, CBS-TV in Atlanta, is now covering this billion dollar trading area like two blankets.

Let us give you the complete story about the more powerful WAGA-TV—Channel 5—in Atlanta.

waga-tv

CHANNEL 5 CBS-TV IN ATLANTA, GA.

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

XUM

at deadline

Easton Wins, WHOL Loses At Allentown; Other Actions

ANOTHER final decision was issued by FCC Thursday in seven-year-old Easton-Allentown case, this time Commission denying assignment of "new" station facilities to WHOL Allentown and granting new station at Easton to Easton Pub. Co. on 1230 kc with 250 w fulltime, assignment presently being used by WHOL under temporary authority. Case has been to court three times.

Easton Pub. Co. is operator WEEX (FM) Easton and permittee for uhf Ch. 57 there. WHOL principals include Victor H. Diehm, who with associates has recently received FCC consent to purchase WNAC Boston [B•T, June 15]. Since courts required decision on which city needed service most, FCC ruled Easton should be preferred as it has only one local outlet while Allentown has several. WHOL went on air in 1948.

Assignment of permit for vhf Ch. 7 KHQA-TV Hannibal, Mo., from *Courier-Post* to nearby WTAD Quincy, Ill., for out-of-pocket expenses was approved by FCC Thursday. Sale is conditioned upon *Post's* sale of KHMO Hannibal, which it has done for $130,000 to James P. Bolling, livestock dealer, since paper acquires 20% interest in Lee Broadcasting Inc., WTAD licensee [B•T, June 22]. KHMO transfer bid is before Commission.

Regular renewal of license was granted WWJ-AM-FM Detroit by FCC Thursday, indicating Commission is satisfied with WWJ's explanation of political programming questioned earlier. Stations were on temporary extension of license for short time.

Petitions Denied

Acting in Columbia, S.C., Ch. 10 protest case, FCC in 3-to-1 decision denied petition of WORD Spartanburg asking reconsideration of earlier 4-to-3 ruling which denied its protest of new station grant on Ch. 10 to WIS-TV Columbia [B•T, June 1, May 18]. Chairman Rosel H. Hyde dissented from majority of Comrs. E. M. Webster, Robert T. Bartley and John C. Doerfer. WORD charged multiple ownership rule would be violated by alleged overlap of WIS-TV with other proposed stations under common ownership.

Requests for allocation of additional uhf channel each to St. Louis and Los Angeles denied by FCC Thursday in decision noting such assignments might prevent later allocations to smaller areas nearby now without TV. St. Louis has seven channels, Los Angeles ten. Lawrence A. Harvey, Ch. 20 permittee at San Francisco, had asked addition of Ch. 58 to Los Angeles. Metropolitan Telecasting Co. sought Ch. 24 or 48 at St. Louis.

Legal, technical and financial qualifications are in issue in hearing ordered by FCC in Washington Aug. 3 on uhf Ch. 30 application of Orange Belt Telecasters, San Bernardino, Calif. Applicant's three owners propose to operate station alone, would build much equipment including transmitter for about $23,000.

Gordon P. Brown, owner WSAY Rochester, received permit from FCC Thursday for new AM station on 1230 kc with 250 w fulltime at Cheektowaga, N. Y. Mr. Brown, meanwhile, has petitioned for hearing on sale of WARC Rochester to WGVA Geneva, N. Y., charging overlap of service areas would result in violation of Sec. 3.35, multiple ownership rule. WGVA holds TV permit for uhf Ch. 15 at Rochester, is buying out former Ch. 15 competitor WARC.

Also using Sec. 3.35 multiple ownership rule as basis of complaint, WGH Newport News, Va., petitioned FCC for hearing on purchase of WCAV Norfolk by WRVA Richmond for $125,000. WTAR Norfolk filed complaint earlier in week (story page 60).

KFDM Beaumont, Tex., replied to petitions of KWTO Springfield, Mo., which asked for revocation and renewal hearing on KFDM license, contending pleadings are without standing or merit. KWTO had charged KFDM with violations of FCC rules and orders in opposing night power boost sought by KWTO for many years [B•T, June 29].

New TV bid for uhf Ch. 41 at San Antonio tendered at FCC by Jacob A. Newborn Jr. who short time ago dropped grant for uhf Ch. 21 WTVS (TV) at Gadsden, Ala. He is 25% owner uhf Ch. 31 KBMT (TV) Beaumont, Tex., and 100% owner KETX (TV) Tyler, Tex.

Set Starting Dates

J. Patrick Beacom, president of WJPB-TV Fairmont, W. Va., granted last week (story page 56), said starting date about Jan. 1. Equipment will be RCA or Federal, depending on delivery, he said, with programs from all four TV networks. Representative is Gill-Perna. AM adjunct is WVVW.

R. H. Drewery, for Midessa Television Co., granted vhf Ch. 2 in Midland, Tex., said starting set for Nov. 1. Network, representative and equipment in negotiation, he said.

BBC TO EXPAND TV

GO-AHEAD given British Broadcasting Corp. Thursday to expand its TV system with assurance any competitive commercial network, even if approved, would be limited in scope. Earl de la Warr, postmaster general, told House of Lords government is preparing white paper outlining its views on sponsored TV for submission to Parliament in autumn.

Sawyer Buys 70% of WCMI

CHARLES SAWYER, Ohio broadcaster and former Secretary of Commerce, has purchased 70% of WCMI Ashland, Ky., subject to FCC approval. Transaction for $140,000 announced last Friday by John (Pat) Williams, executive vice president of Sawyer stations (WCOL Columbus, WING Dayton and WIZE Springfield). Seller is Gilmore Nunn.

Motorola Sales Zoom

"TELEVISION WILL account for the largest portion" of a record $225 million sales of Motorola Inc. this year, President Paul V. Galvin told distributors and salesmen at firm's silver jubilee meeting Thursday. Sales will increase at least $55 million over last year, he predicted.

PEOPLE

ELLIS MOORE, member of NBC press dept. for past year and formerly with *Memphis Commercial-Appeal*, named manager of business publicity, effective today (Monday). He succeeds Bill Louten, resigned [B•T, June 29].

LLOYD E. YODER, KNBC San Francisco general manager, and Alma Cella, concert singer and Fresno wine heiress, married June 30.

WILSON NORTHCROSS, WMCT (TV) Memphis, named production director for WHBQ-TV Memphis, vhf Ch. 13 permittee which plans early fall commencement.

DONALD E. SULLIVAN, WNAX Yankton commercial manager, promoted to director of advertising for WNAX and KVTV (TV) Sioux City, Iowa. **DICK HARRIS,** WNAX and KVTV (TV) promotion manager, promoted to WNAX sales service manager.

JOE H. BAKER, promotion manager for KMTV (TV) Omaha, Neb., named director of promotion and merchandising for station. **HARRISON KOHL,** formerly promotion manager for *Des Moines Register* and *Tribune*, appointed to KMTV (TV) sales staff.

SYLVIA KESSLER, chief of FCC's Office of Opinions & Review, which does legal paper work for Commission's formal actions, resigned effective last Friday. Although future plans are not announced, Miss Kessler is expected to enter private law practice.

BILL O'BOYLE, regional sales manager for Canada and New York area, Columbia Records' phonograph division, appointed national sales manager of division.

DuMont Labs. Sales

ALLEN B. DuMONT LABS. Inc. television transmitter division announces sale of 5 kw vhf TV transmitter and associated broadcasting equipment to Greater Rockford Television Corp., Rockford, Ill. Rockford organization already has received its construction permit and will operate on Ch. 13. DuMont's international division has sold 500 w vhf transmitter and associated equipment to Television De Quebec, Limited, Quebec City. Station, which plans to go on air in early fall, is expected to be first privately-owned TV station with regular programming in Canada.

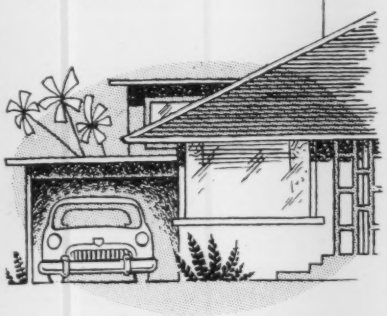
School TV Called 'Bargain'

COST of building and operating educational TV station two years runs to $1 million but it's still bargain, based on cost-per-viewer, National Educational Assn. was told Thursday in Miami. E. A. Hungerford Jr., consultant to Joint Committee on Educational Television, said cost-per-viewer is "ridiculously low" and said TV station can reach "millions instead of thousands." Nation's educational budget is $6 billions yearly, he said, adding FCC had handed educators 245 "valuable franchises on a silver platter."

GE Production High

GENERAL ELECTRIC Co. estimates its total 1953 production will include more than 100 TV transmitters and over 100 amplifiers, spokesman said Thursday. At the same time he reported shipment of three 100 w uhf transmitters to WILK-TV Wilkes-Barre, Pa. (Ch. 34); KETX (TV) Tyler, Tex. (Ch. 19), and KFSA-TV Fort Smith, Ark. (Ch. 22); plus 5 kw vhf transmitter to KIEM-TV Eureka, Calif. (Ch. 3) and 35 kw amplifier to KPIX (TV) San Francisco (Ch. 5).

This is Today's
"Little Grass Shack"
in Hawaii



. . . a spacious, modern home built with nationally advertised materials, from terrace to TV antenna. More than 38,000 homes and 75,000 apartments . . . not prospects for furnaces but an eager market for anything from fans and fixtures, hardware to housewares.

And the best way into the living room of over 95,000 families is KGMB-KHBC's all-island coverage. With ONE radio buy KGMB-KHBC covers all Hawaii . . . CBS programming with star-studded local shows.

In television, KGMB-TV, Hawaii's first station, provides the shows that win customers . . . 35 network shows, 23 syndicated, 64 local shows.

In either AM or TV, KGMB's merchandising and promotion "on the spot" is keyed to Hawaii.

KGMB
AM-TV
Honolulu
KHBC — *Hilo*
CBS IN HAWAII*

*** Channel 9 also carries top NBC and ABC programs.**

Call Free and Peters Inc.

index

BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Advertisers & Agencies	32	Film	38	Open Mike	18
At Deadline	9	For the Record	100	Our Respects	22
Closed Circuit	5	Government	50	People	95
Color TV	28	In Review	16	Personnel Relations	77
Editorial	110	International	99	Programs & Promotion	92
Education	76	Lead Story	27	Program Services	44
Facts & Figures	40	Manufacturing	76	Stations	60
Feature Section	79	Networks	72	Trade Associations	46
		On All Accounts	24		

Executive and Publication Headquarters

870 National Press Bldg.; Washington 4, D. C. Telephone Metropolitan 8-1022

Sol Taishoff, *Editor and Publisher*

EDITORIAL

Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* David Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor;* Patricia Kielty, *Special Issues; Staff:* Harold Hopkins, Harriet Sinrod, Keith Trantow, Don West; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS

Maury Long, *Business Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadi, Fred Reidy, Shirley Harb; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor* and *Office Manager;* Eunice Weston, *Assistant Auditor.*

Duane McKenna, *Art and Layout.*

CIRCULATION & READERS' SERVICE

John P. Cosgrove, *Manager;* Elwood M. Slee, *Subscription Manager;* Betty Jacobs, Loel Millar, Joel H. Johnston, Robert Deacon.

BUREAUS

NEW YORK

444 Madison Ave., Zone 22, PLaza 5-8355.
EDITORIAL: Rufus Crater, *New York Editor;* Bruce Robertson, *Senior Associate Editor;* Florence Small, *Agency Editor;* Rocco Famighetti, Dorothy Munster.

BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager.*

CHICAGO

360 N. Michigan Ave., Zone 1, CEntral 6-4115.
William H. Shaw, *Midwest Sales Manager.*
John Osbon, *News Editor.*

HOLLYWOOD

Taft Bldg., Hollywood & Vine, Zone 28, HOllywood 3-8181.
David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, EMpire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issue: 35¢ per copy; 53rd and 54th issues: $5.00 per copy. Air Mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office
Copyright 1953 by Broadcasting Publications Inc.

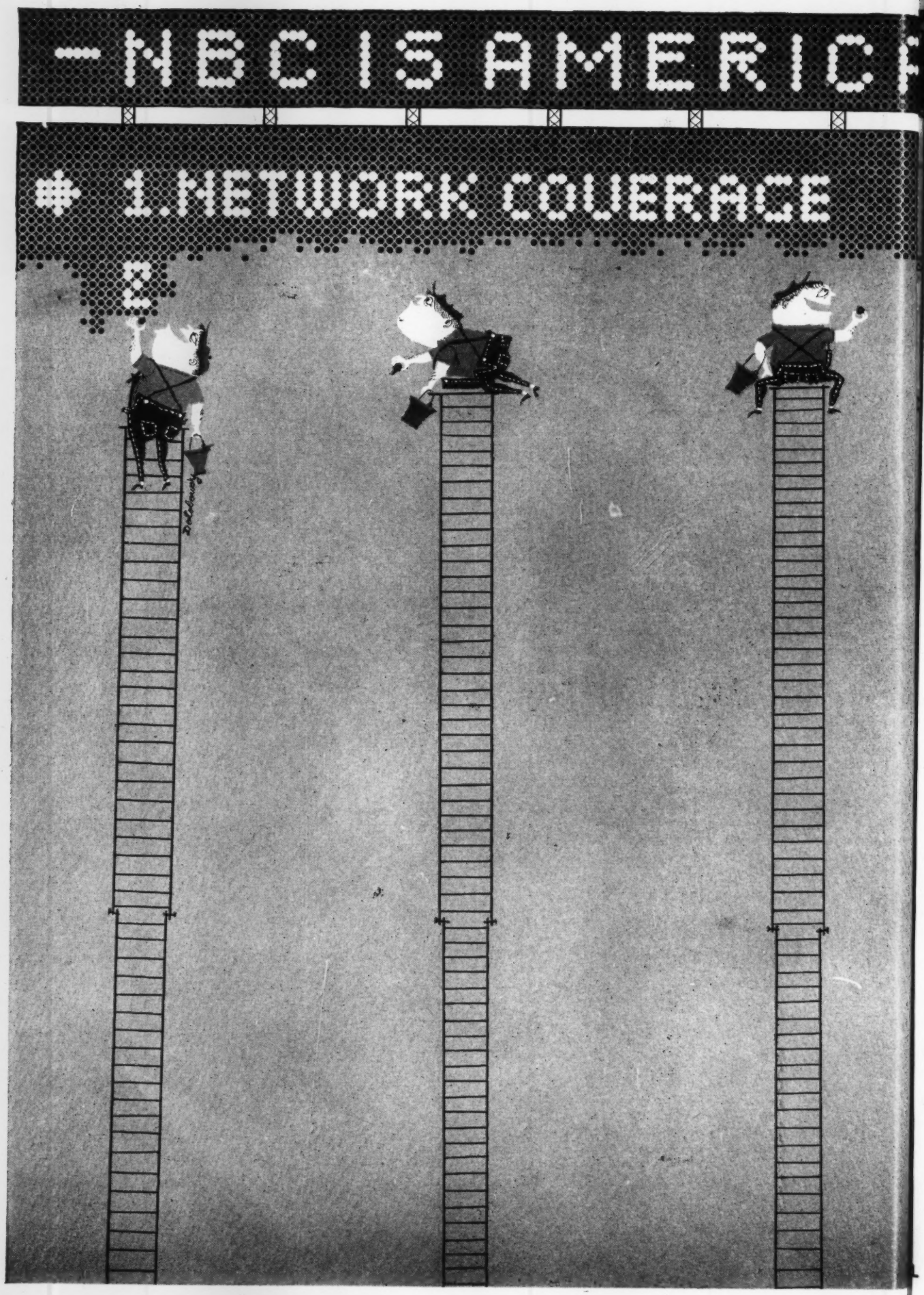
In Washington D.C....

WTOP-TV will start your day with a sale before breakfast!

To sell in the morning, it's the Roy Meachum Show, 7-9 a.m., Monday through Saturday . . . produced in Washington . . . for Washington!

WTOP-TV
CHANNEL 9

THE WASHINGTON POST-CBS TELEVISION STATION | REPRESENTED BY CBS TELEVISION SPOT SALES



XUM

NO. 1 NETWORK—

➧1

NBC's coverage tops all other networks

The television network which can deliver the most markets and, therefore, the widest coverage is most in demand by advertisers today.

NBC is that network. Day and night, the average NBC program is carried by a larger number of stations, covering more television homes than any other network.

NIGHTTIME	NBC	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF STATIONS	54	42	31	21
COVERAGE U. S. TV HOMES	86.2%	75.1%	66.1%	50.8%
DAYTIME	**NBC**	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF STATIONS	51	43	*	*
COVERAGE U. S. TV HOMES	87.3%	80.5%	*	*

Compared to the No. 2 network, NBC's average program reaches 12 more markets at night and 8 more markets during the day. It covers 11.1% more of the total television market at night; 6.8% more by day.

Superiority of coverage is just one reason why **NBC is America's No. 1 network.** Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

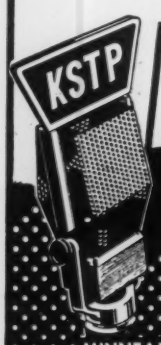
SOURCES: *Nielsen Television Index, January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company*

**No comparable daytime network service*

RADIO IN THE Upper Midwest...

Cost per Thousand..... Dollar for Dollar... Ratingwise... Anyway You Figure It KSTP Radio Is a Better Buy Than Ever!



KSTP
50,000 WATTS
CLEAR CHANNEL
THE NBC STATION
REPRESENTED BY EDWARD PETRY and COMPANY
MINNEAPOLIS, ST. PAUL

38TH PARALLEL—U.S.A.

CBS Radio, June 26, 9-10 p.m. EDT
Supervisor: Stuart Novins
Narrator: Will Rogers Jr.
Producer and Editor: Al Morgan
Original music score composed and sung by Tom Scott
Musical Conductor: Alfredo Antonini
Recorded in the field with the cooperation of reporters and newsmen of CBS-Radio affiliated stations along the 38th Parallel, U.S.A.

IN *38th Parallel, U.S.A.*, CBS Radio can be credited with another warm and human document in its continuing series of feature project productions that attempt to examine the effects of crucial world problems on the lives of U.S. citizens.

As in previous presentations, CBS Radio arranged to have the story of the Korean War's impact on people who live along the 38th parallel in the U.S. told in their tape-recorded words. The overall impression was one of spontaneity, simplicity and sincerity, which are notable qualities in documentary programming.

As narrator, Will Rogers Jr. performed his task most satisfactorily, introducing the 19-year-old just-married girl who has a chance to talk to her husband in Korea; the Mexican housewife in Stockton, Calif., who prays for her three soldier-sons; the president of the Pueblo (Colo.) Junior College, who discusses the war's effect on student enrollment, and the editor of a newspaper in the west who thinks the war is "unpopular" and "we don't know exactly just what we're doing."

A word of praise is in order for the "mood" music that bridged the gaps between interviews and visits to different states that began in California and ended in Virginia.

DEMONSTRATION OF HEARING CONFERENCE

Time: Monday, June 29, 7:30-10:30 p.m., EDT.
Origin: Dept. of Commerce Auditorium, Washington, D. C.
Cast: Henry G. Fischer, Frederick W. Ford, Benito Gaguine, Max Paglin, William C. Koplovitz.
Producer: William C. Koplovitz.
Writers: Cast.
Sponsors: Federal Communications Bar Assn. & Federal Communications Commission.

CONSIDERING it was a cast of amateurs, the effectiveness of the message the group got across to more than 500 spectators in the Dept. of Commerce Auditorium on a hot Washington night last week bodes well for a repeat performance before the Administrative Law Section of the American Bar Assn. at the ABA convention in Boston Aug. 24.

Although the subject is rather esoteric before practitioners the nuances and characterizations by the cast should go over well. This was accomplished creditably before an audience of Washington radio attorneys, other private lawyers specializing in administrative practice, and FCC and government attorneys and executives who deal in such matters. Distinguished jurists were present also.

It should wow 'em in Boston.

Under new FCC rules, pre-hearing conferences are held by attorneys for contesting applicants and the examiner to narrow down areas of conflict. It is believed hearings thus will be shortened, expenses curtailed and the record kept to a minimum.

The demonstration last week saw Mr. Fischer, who in private pratice, play the part of an FCC examiner in a manner which indicates he has spent many years studying the conduct of such types. Playing the part of the FCC counsel with verve and a bureaucratic assurance that delighted many was Mr. Koplovitz, also a private practitioner.

Reversing their real life roles, were Messrs. Gaguine, Ford and Paglin. Representing "clients" who all were applicants for vhf Ch. 4 in Metropolis (No State), the FCC officials endowed their stage characterizations with convincing earnestness. Outstanding was the portrayal by Mr. Gaguine of a pertinacious lawyer bulling his case through the pre-trial conference in spite of the hostility of the "examiner" and the other attorneys.

Helpful, too, were the documents, which included the FCC's order amending its rules to establish the pre-trial conference method, its order setting the three applicants (Alpha Television Co., Inc., Bravo Broadcasting Co. Inc., and Coca Television Co.) for hearing, and the order issued by the "examiner" on the conduct of the hearing—the latter resulting from the pre-trial conference.

Before the demonstration, the audience was addressed by Fred Albertson, FCBA president; Rosel H. Hyde, FCC chairman, and J. D. Bond, FCC hearing examiner. Neville Miller, Washington radio attorney, acted as moderator at a question and answer period.

* * *

BOOKS

TELEVISION ADVERTISING & PRODUCTION HANDBOOK by Irving Settel, Norman Glenn and Associates. Thomas Y. Crowell Co., 432 Fourth Ave., New York 16. 480 pp. $6.

EACH chapter of this comprehensive volume was written by such figures in the television industry as Ben Duffy of BBDO, Sydney Roslow of The Pulse and Christ Witting of DuMont. The chapters cover many phases of TV advertising: Producing film commercials, premiums and their use on television, the TV department of the agency and choosing the right TV station for the product. They cover staging the TV show, staging facilities, writing a TV dramatic show, TV censorship and casting for television. Other chapters take up the financial aspects of television, obtaining TV personnel and publicity for TV stations and shows.

The unusually complete appendix includes, besides the customary dictionary of TV terms, the NARTB TV code, FCC procedure, a section on how TV works, a section on visual aids for TV, the usual bibliography, and biographical sketches of the two author-editors and the 17 co-authors.

* * *

THE PSYCHOLOGY OF SUCCESSFUL SELLING by Richard W. Husband. Harper & Bros., 49 East 33rd St., New York 16. 306 pp. $3.95.

CLUES to increased billings for broadcast stations are to be found in Mr. Husband's book. A professional psychologist, he writes with full knowledge of the psychological forces which play such a large part in selling, but he translates his ideas into sentences far from stodgy. Countless sales examples are used. Not only do these segments of conversation make the text more interesting, but also they show important points which could only be shown "by demonstration." Virtually every facet of salesmanship is discussed.

XUM

Completely New!

RCA TV CAMERA

Leading network engineers proclaim the TK-11A the finest television camera ever produced—the easiest camera in the world to handle—and the simplest one to get at. It has all the proved performance advantages of the world-famous RCA TK-10 camera— **PLUS THESE NEW FEATURES:**

NEW **7" viewfinder picture tube produces larger, brighter, sharper pictures to help the cameraman.**

NEW **plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc.!**

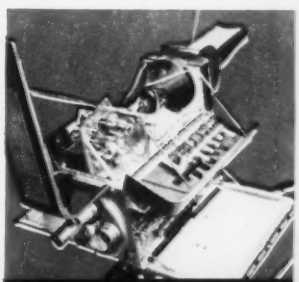
NEW **fixed-position alignment coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!**

NEW **plug-in blower for cooling the deflection coil and Image Orthicon!**

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.

NEW **electronic-protection system guards Orthicon against deflection failure, or loss of driving signals.**

NEW **"overscan" control takes burden off Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pickups.**



One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.

DETROIT PUBLIC LIBRARY

RCA

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

XUM

In Which Algy writes to . . .

Mr. Hal Davis, Veep
Kenyon & Eckhardt
New York City

Dere Hal:

Thet sure is a clever little jingle I heer in th' morning on WCHS about wakin' up your face with a tingle-ingle. Seems like our Clockwatcher is goin' all out in sellin' Mennen here on WCHS with 5,000 on 580. I also seen a whole flock of big postcards upstairs in th' promotion offuce which I had to lug ovur to th' post offuce. Thet's th' kind of work these fellers do here at W. Va.'s number one station to keep on top and keep on havin' more W. Va. listenurs then any othur station. With my mustach I ain't got so much face to shave as some fellers, but I sure like th' tingle-ingle.

Yrs. fer Mennens

Algy

WCHS

580 KC

5000 WATTS

CHARLESTON

THE TIERNEY COMPANY

CBS Radio • The Branham Company

West Virginia's Leading Advertising Medium

OPEN MIKE

Agency Recognition

EDITOR:

[In the] agency information in the 1953 BROADCASTING YEARBOOK . . . I got quite a chuckle at finding, so to speak, "diamonds in our own back yard" after having checked with other trade publications, L & A and Standard Advertising Register.

Incidentally, I liked your editorial on a suggestion for the FCC in handling strike applicants. I was glad to read your follow-up editorial in the June 22 issue, "Showdown on Strikes." Your editorial page is one that I turn to regularly and just as regularly read. Significant editorials, interestingly written and easy to find location opposite the third cover seem to be the formula that snares me each week.

Clement B. Haines
Lamport, Fox, Prell & Dolk Inc.
South Bend, Ind.

Iceman Cometh?

EDITOR:

We are considering using television for one of our clients who is in the mortuary business. Since television is so new in our area, we hesitate somewhat to bring undertaker's TV advertising into the home.

We would like to know what has been the experience in older television areas in regard to mortuary advertising on television. What has been viewer reaction, how such commercials were handled, and anything else which might help us in making plans for our client . . .

Kay Shinn
The Condon Co.
Tacoma, Wash.

[EDITOR'S NOTE: B•T has given Mr. Shinn some information on the subject, but readers who have knowledge of such advertising may want to transmit it to him.]

Tribute

EDITOR:

. . . I have just read your tribute to Commissioner [Paul A.] Walker in today's issue [June 29] of BROADCASTING•TELECASTING. I am sure he will be pleased. It was most thoughtful of you to say the nice things about him that you did.

Ralph Steetle
Executive Director
Joint Committee on Educational Television
Washington, D. C.

But Is It Muscle?

EDITOR:

Here's a challenge, and I hope you don't mind our using your good magazine to issue it, to any other eight-man sales force in radio or television anywhere in the United States.

Our KHJ-Don Lee sales force weighs 1,584 pounds and is 49 ft. 4 in. tall. We think this is the "biggest" group of account executives in the country. Is there a "bigger" group?

To save a lot of figuring on the part of B•T readers, our men average 198 pounds each and their average height is 6 ft. 2 in.

Bud Coulson, Dir., Public Relations
Don Lee Broadcasting System
Hollywood, Calif.

The Clouded Lens

EDITOR:

Somebody must have had specks on his spectacles. Radio station WFPA is owned and operated solely by George A. Gothberg Jr. and not by James L. Killian as you stated in B•T June 22 in the FCC license renewal roundup. Mr. Killian's sale of WFPA was approved by the Commission Dec. 10 of last year. We enclose a pack of "Sight Savers" for the man who reads the FCC records.

Jerry Carr
General Manager
WFPA Fort Wayne, Ala.

[EDITOR'S NOTE: B•T has forwarded the Sight Savers to the FCC which made the error in its own record.]

Small Sets, Big Problem

EDITOR:

A situation has developed here which might be of interest to you and to some of our fellow broadcasters.

We have received a few complaints of late from listeners in our fringe area advising they are not receiving our signal as well as in the past. Our chief engineer made a field strength test and convinced himself that the difficulty was not with our transmitting signal but with the condition of the actual sets being used. Since this did pose a problem, we wondered what to do about it and therefore called a meeting of dealers and repairmen in our area which resulted in the revelation of the following interesting facts.

The majority of [AM] sets in use today are the small inexpensive table models or portables which wear out much faster than the better-made earlier and larger models. The dealers admitted they are not interested in accepting repair work on these small models since the set owner is reluctant to pay a repair bill of $10 or $15 when the set itself only cost roughly twice that amount.

It is apparent the small inexpensive sets in production today are fast approaching the category of small appliances, such as electric toasters and irons, which are thrown on a junk heap at the first sign of a breakdown and replaced by a newer and better model. Our chief hope in combatting this situation, therefore, seems to be an aggressive sales effort to help the dealers sell more replacement sets and to initiate a propaganda campaign of our own on the air to remind those listeners who still own the large expensive and better made console models to have their radios checked for faulty tubes and to treat their good sets as they would their automobile from a service standpoint. . . .

Arthur J. Barry
President
WEOK Poughkeepsie, N. Y.

Floral Pieces

EDITOR:

. . . I have now had opportunity to read ["Television Fiesta Style," B•T, June 13] and consider it most interesting and accurately presented.

Emilio Azcarraga Jr.
Cadena Radiofusoria Mexicana
Mexico City

EDITOR:

Just a note to extend to you a considerable bouquet on the fine report on telecasting in Mexico . . .

David R. Mackey
Asst. Prof. of Speech
Pennsylvania State College

"It's DIFFERENT in Kentucky!"

To do a bang-up radio job in some states, you have to use several 50 kw giants, plus lots of smaller stations. *It's different in Kentucky.*

With 5000 watts, WAVE delivers Kentucky's only really big market — the 25-county Louisville Trading Area, which accounts for *55.3% of the State's total retail sales, 51.3% of its food sales, 59.8% of its drug sales!*

5000-watt WAVE gives you 5000-watt rates, with no waste circulation, and also tosses in a quarter-billion-dollar chunk of Southern Indiana.

Let Free & Peters give you all the facts on WAVE, the Blue-Chip Buy in the Bluegrass State!

5000 WATTS
NBC AFFILIATE

WAVE
LOUISVILLE

Free & Peters, Inc., *Exclusive National Representatives*

whatever

XUM

he weather

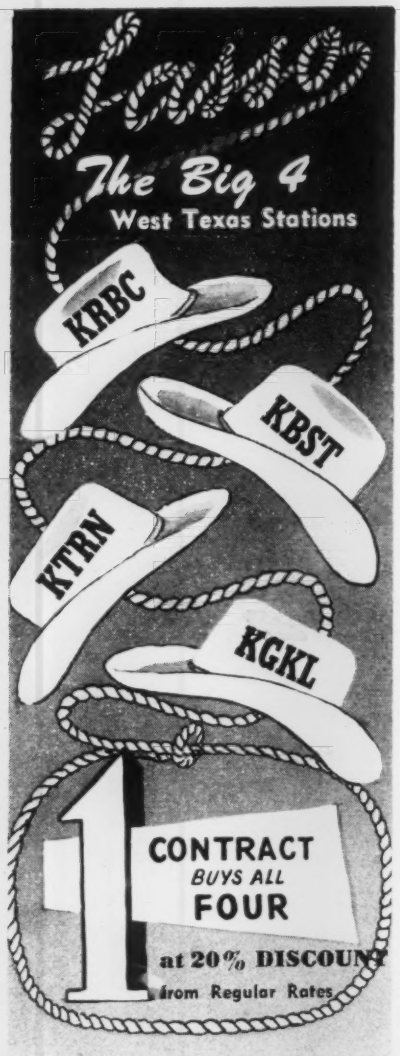
Despite the frequent forecast of heavy weather, clear skies continue to prevail for radio advertisers—*especially those using Mutual.* After all, we've got 560 stations...and 413 of them keep our clients basking in the backyard of *Non-TV America.* (This, as you must know by now, is the 45-state market of 16,000,000 radio-only homes, where listeners prefer Mutual by 2 to 1.)

But *whatever* the weather in time to come, our unique radio dominance beyond reach of TV is only *one* umbrella in the PLUS stand. For the sure protection of anybody who wants to keep on doing business with the most people at the least cost, we've also got a patented, torrent-proof device for use in covering *TV-America* too.

Mutual alone applies a new, 50% discount to evening time costs for all affiliates in TV markets—and the same evening discount will apply in the future to all our stations within range of new TV towers, six months after telecasting begins.

Nowhere else in all advertising can you find all-weather insurance to match Mutual's. So—whatever *your* barometer reading—the one place to keep your sales-powder dry is right here.

MUTUAL
the PLUS network
of 560 affiliates



★ **KRBC - Abilene**
5000 Watts Day — 1000 Night

★ **KGKL - San Angelo**
5000 Watts Day — 1000 Night

★ **KBST - Big Spring**
250 Watts

★ **KTRN - Wichita Falls**
5000 Watts Day — 1000 Night

1 Contract 1 Billing for all 4

See Discounted Rates Under

West Texas Packaged Stations

or contact the

John E. Pearson Co.

our respects

to ASBURY PROSE WALKER

AS A KID there was one thing that tormented Prose Walker, who a fortnight ago was named to be manager of the NARTB Engineering Dept. [B•T, June 29]. The mystery of young Walker's adolescence was this—how can voices and music be picked out of the air and reproduced right in the living room?

The mystery intrigued him as he moved around the country with his family (the elder Walker is a Baptist minister). From Bird's Run (Ohio) to Kearney (Neb.) to Walworth (N. Y.), the Walkers led a somewhat rugged life in the church service.

In his teens, Prose Walker reached the usual tinkering stage and eventually came up with a coil wound around a Mother's Oats box. This breadboard triumph caught WHAM Rochester and KDKA Pittsburgh. By high-school time he had acquired a ham license. One of his early loose couplers is in the American Radio Relay League Museum at Hartford.

Graduated from Genessee Wesleyan Seminary at Lima, N. Y., he went to college at Denison U., in Ohio, receiving a BA in electrical physics in 1932 after a scholastic career punctuated with work on New York Central road gangs, pianist in a dance band, and a student assistantship in physics. He operated the college amateur station in the physics department and later took graduate courses in physics at Ohio State U.

In the 1932-40 period he taught science and mathematics at high schools in Hyde Park, N. Y., and Sauquoit Valley Central School, N. Y., heading the science department at the second school. His FCC career began Sept. 16, 1940, in the old Radio Intelligence Division where he was a radio operator under George E. Sterling, now a Commissioner.

From the monitoring station at Allegan, Mich., he was transferred in December 1940, to the Millis, Mass., station and a few months later passed the examination for radio inspector. This led him back to Allegan. When Mr. Sterling called for volunteers to serve in Hawaii after Pearl Harbor, Mr. Walker stepped forward and was placed in charge of technical and tactical operations at the radio security center, which later brought in 279 lost bombers by getting a fix on them.

From Hawaii he was transferred to head the Technical Operations Section of the FCC in Washington and then moved to the Standard Broadcast Division. When the TV Division was formed he was named to the job and started preparatory work for the postwar color hearings. He was named chief of TV allocations in late 1949.

In September 1950, the Air Force asked FCC if radio could stay on the air without providing homing aid to enemy planes. Mr. Walker joined with Ralph Renton and Robert D. Linx in working out the FCC's Conelrad plan permitting stations to stay on the air on a two-frequency staggered basis. This plan went into operation last May 15. Mr. Walker was named Eastern Supervisor, a post he relinquishes July 20 to assume NARTB's top engineering assignment.

The full name, Asbury Prose Walker, is unusual but the derivation of the baptismal nomenclature is really quite simple. The "Asbury" is a family name; the "Prose" comes from the name of close friends of the family. The "Prose" is easier to handle than "Asbury," hence the left-handed "A. Prose."

In Mr. Walker's Conelrad work he has met thousands of broadcasters. In participating as delegate, observer and committee chairman in many international conferences he has developed friendships among broadcasters in all the principal nations.

After World War II, his next international assignment was the Atlantic City telecommunications conference in 1947. He was a member of the U. S. delegation at the Geneva high-frequency broadcast conference March-June 1948. A few months later he was sent to the high-frequency conference at Mexico City, serving over eight months. In another month or so he was outward bound again, this time to the Paris high-frequency planning session as chairman of the U. S. delegation, supplemented by vice chairmanship of the U. S. delegation of CCIR Study Group 11 at Zurich, Switzerland, where television standards were determined.

The year 1950 included five months at the high-frequency conference held at Florence-Rapallo, Italy. He was U. S. spokesman on broadcasting and on the working group charged with reconciling multiple requirements for the same channels and time periods.

His Conelrad career included service at the Havana Conference held in February 1952.

Mr. Walker was married in 1932. He is a widower and the father of an 18-year-old daughter, Helen Caryl. He is a 32d degree Mason, and maintains a Washington apartment as permanent residence.

A brief chat with Mr. Walker quickly gives the impression that he has been able to adjust easily to new surroundings, a knack traced to the highly mobile career of a Baptist minister and his family. He likes to talk about the Rev. Walker's philosophies, particularly a conviction that an individual should studiously avoid wanting things beyond his purchasing power. This, obviously, was a helpful thesis to a family whose only luxuries were those within the modest salary and perquisites of a small-town pastor.

WGVL
TELEVISION
Channel 23
GREENVILLE, S.C.

is proud to announce the appointment of

H-R
TELEVISION, inc.

new york
chicago
san francisco
los angeles

as national representatives

ABC BASIC also
Dumont and NBC

James S. Ayers,
Southeastern Representative

WGVL-TV *CALHOUN TOWERS • GREENVILLE, S. C.*

BEN K. MC KINNON
General & National Sales Manager

EMIL SELLARS
Chief Engineer

to cash in on the $730,000,000 Charleston, W. Va. market

PICK YOUR "SPOT"

Here's WKNA's half-millivolt area alone:

TOTAL POPULATION
671,178

TOTAL FAMILIES
186,235

RETAIL SALES
$407,643,000

FOOD SALES
$ 86,621,000

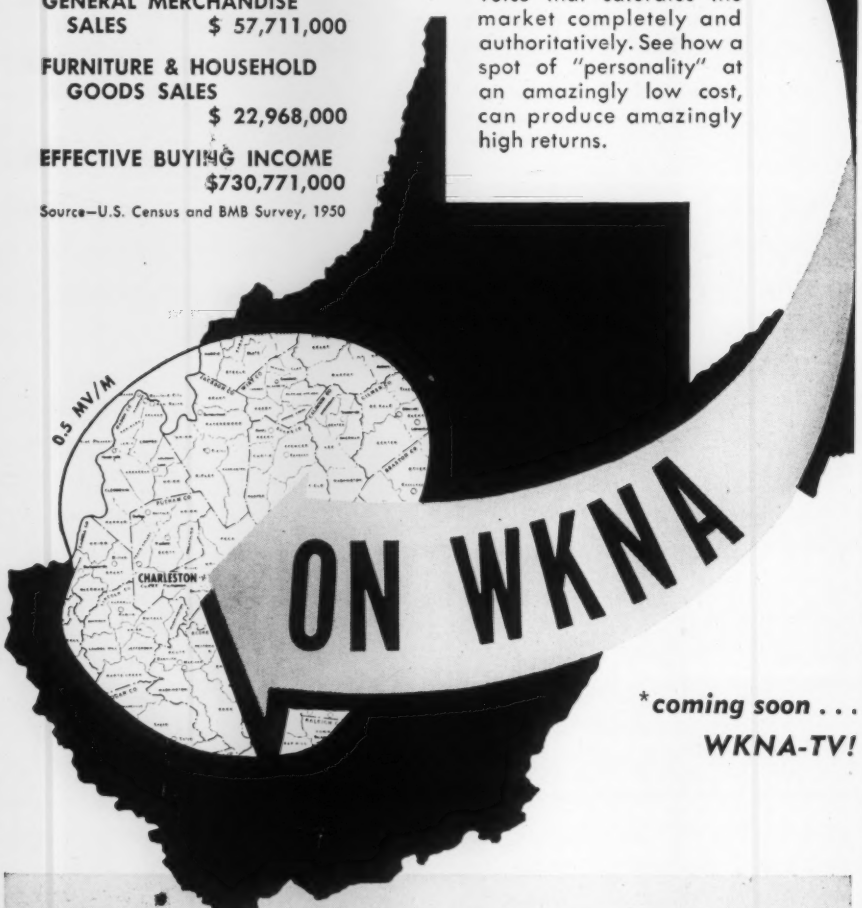
GENERAL MERCHANDISE SALES $ 57,711,000

FURNITURE & HOUSEHOLD GOODS SALES
$ 22,968,000

EFFECTIVE BUYING INCOME
$730,771,000

Source—U.S. Census and BMB Survey, 1950

You're talking to $730,000,000 when you're on WKNA. And you're speaking with a power-packed voice that saturates the market completely and authoritatively. See how a spot of "personality" at an amazingly low cost, can produce amazingly high returns.



ON WKNA

**coming soon . . . WKNA-TV!*

WKNA is also sold as part of West Virginia's

WKNA WKNA-FM
Charleston — 950 KC
5000 W Day • 1000 W Night
ABC Radio Network Affiliate

WJLS WJLS-FM
Beckley — 560 KC
1000 W Day • 500 W Night
CBS Radio Network Affiliate

Joe L. Smith, Jr., Incorporated • Represented Nationally by WEED & CO.

Richard K. Manoff

on all accounts

RICHARD KALMAN MANOFF is a working advertising executive who has labored in the vineyards with a success that finds him, in his mid-30s, at the top of the advertising and sales promotion hierarchy of the Welch Grape Juice Co., which pours three-quarters of its entire advertising budget into television.

The firm underwrites a portion of the *Howdy Doody Show* on NBC-TV and, under Mr. Manoff's direction, has further exploited its identification with the program by a remarkably successful bottle-cap tie-in featuring a display of the Howdy puppet on each bottle top.

Born in New York June 24, 1916, Mr. Manoff attended City College, where he played right guard on the football team and majored in English. He worked his way through school as an usher and later as a newspaper man on the copy desk of the *Brooklyn Eagle*.

Four years out of college, in 1941, he was named an assistant to Anna Rosenberg, then chief of the War Manpower Commission. In that capacity he helped develop a formula for channeling labor into required areas. The system was tested in Buffalo with results so impressive that when Bernard Baruch assumed charge of the program for alleviating labor shortages he adopted the Buffalo pattern as a national model.

Leaves Government in 1945

Mr. Manoff remained with the Commission until 1945, when he left to become general manager of a chain store operation. He joined the Welch Company in 1951.

In explaining the operations of his budget, Mr. Manoff confides that expenditures are greatly contingent on the grape crop. When the yield is higher than normal the company proportionally increases its network coverage as well as its annual spot radio and television outlay.

In his infrequent spare moments, Mr. Manoff has turned successfully to radio writing. He has written scripts for *Inner Sanctum, Bulldog Drummond, Columbia Workshop,* and *Ellery Queen,* among others.

Mr. Manoff married the former Lucy Deutscher in 1942. They have two children, Robert Kari, 9, and Gregory Paul, 7. The family lives in New York.

Mr. Manoff's hobbies are tennis, chess, sailing and writing.

1947
1st TV application in the Carolinas

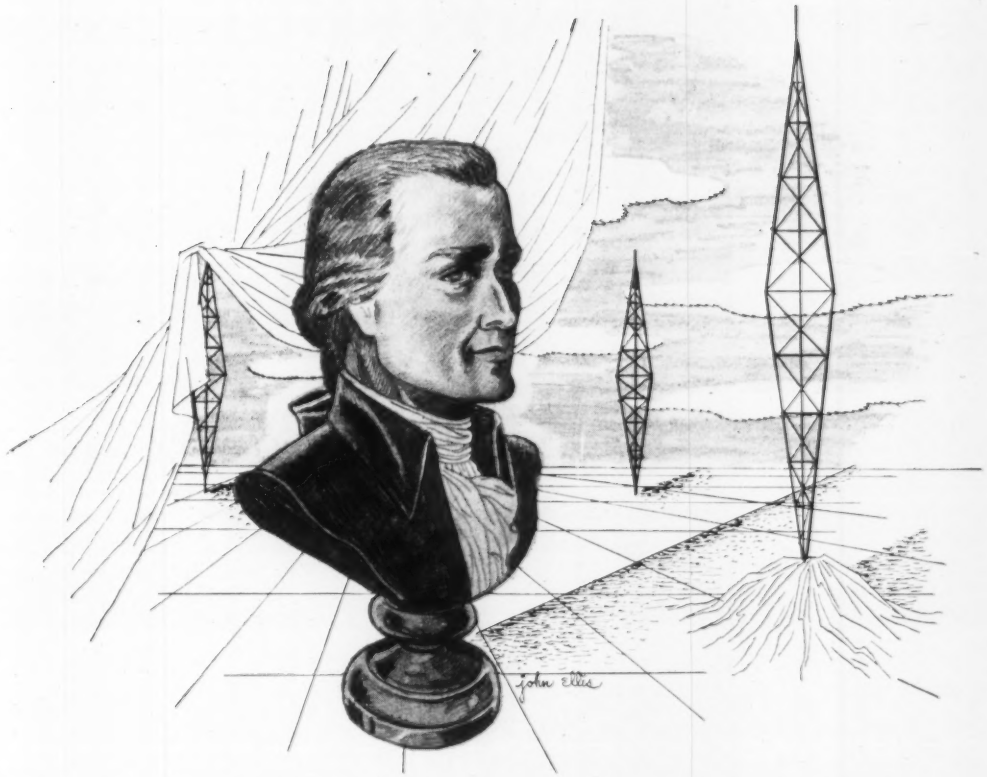
1948
1st TV construction permit in the Carolinas

1949
1st TV station in the Carolinas

1950
Joined the co-axial cable

1953
(March) Increased power from 16,300 to 50,000 watts

1953
(June) Increased power from 50,000 to 100,000 watts



power...for the people

Thomas Jefferson was an apostle of power . . . for the people. Now, a Carolinas institution which proudly bears his name announces, in the same spirit but in a modern medium . . . more power for the people.

On Friday, June 5, WBTV attained television's top power on channel 3—100,000 watts.

Climaxing six years of phenomenal growth, WBTV now brings better-than-ever service to over 325,000 TV homes, 90% of which receive no other TV station.

WBTV

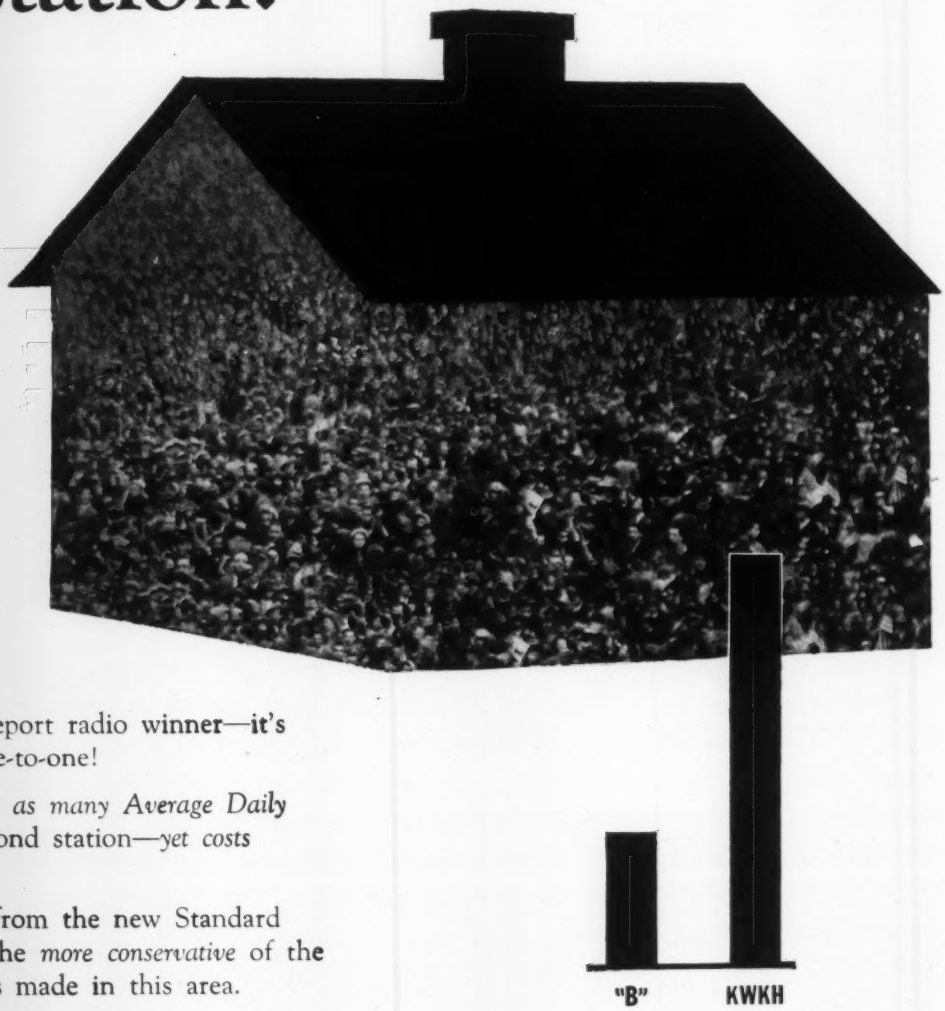
now operating at television's top power

(plumb in the middle of a fabulous market)

JEFFERSON STANDARD BROADCASTING COMPANY, CHARLOTTE, N. C.

Represented Nationally by CBS Television Spot Sales

KWKH delivers over three times as many homes as Shreveport's second station!



AVERAGE DAILY LISTENERS

It's easy to pick the Shreveport radio winner—it's KWKH, by more than three-to-one!

Yes, KWKH delivers *302.9% as many Average Daily Listeners* as Shreveport's second station—*yet costs only 60.0% more money!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Let your Branham man tell you all about KWKH's overwhelming superiority, here in the important Arkansas-Louisiana-Texas area.

KWKH

A Shreveport Times Station

50,000 Watts · CBS Radio · SHREVEPORT Texas LOUISIANA Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

July 6, 1953 Vol. 45, No. 1

MUTUAL MAPS DRASTIC MOVES TO BOLSTER SALES, RATINGS

Mutual affiliates, meeting on Cape Cod, heard proposals for stronger co-op programming and the tri-weekly sale to Chesterfield for the Perry Como show. Program "upgrading" is planned.

FAR-REACHING changes in Mutual's operations are being mapped by MBS officials and their Affiliates Advisory Committee with a determination to boost the network's sales and ratings—which already this year have established new MBS records—to even greater heights in the fall.

This was revealed last week in the wake of a meeting of top Mutual executives with members of the Mutual Affiliates Advisory Committee over the June 26-28 weekend at Osterville on Cape Cod, where a number of alternative plans were discussed. The various plans and viewpoints are now being summarized for circulation among affiliates in a coordinated effort to find and adopt—perhaps this month—a plan that will prove advantageous to both the network and its some 565 stations.

Exciting Development

A development that excited both MBS and its affiliates was the disclosure, not yet publicly announced, that Chesterfield has been signed to sponsor vocalist Perry Como for a quarter-hour three nights a week, starting in the fall. The sale, negotiated through Cunningham & Walsh as agency for Chesterfield, represents not only the acquisition of substantial billings, but also Chesterfield's first business with Mutual and a top-rating program for the network. The Como show is slated to start Aug. 31 over the full network in the 7:45-8 p.m. spot on Monday, Wednesday and Friday.

Coming as a follow-up to Mutual's recent acquisition of Coca-Cola sponsorship of the Eddie Fisher show on Mutual two nights a week (Mon. and Thurs., 10:30-45 p.m., as a transcription from the Coca-Cola show on NBC-TV), the Chesterfield-Como signing made MBS officials especially jubilant and determined to add other popular advertiser-attractions in what they promised will be a strong "upgrading" of programming this fall. A substantial expansion of co-op programming is planned.

The means by which stronger programs may be attracted is the key problem currently under joint network-affiliate deliberations, authorities said. Among several plans reportedly being studied is one whereby the network would derive additional monies for program development by cutting down on payments to affiliates for carrying network programs. Losses thus taken by affiliates would be made up by increasing the station's share of the "take" from programs sold under local cooperative sponsorship, according to the unofficial report.

Some versions of this account speculated that payments to the stations for carrying network shows would be reduced to a point where all affiliates would, in effect, be bonus stations. This extreme was denied flatly by the network.

Changes in the MBS option-time arrangements also were said to be in prospect. Mutual officials conceded that at the Cape Cod sessions the question of network option time came in for discussion, but said that while some affiliates questioned whether the number of network option hours should not be reduced (on the ground that the network does not use them all anyway), others suggested that the number of morning option hours ought to be increased.

Co-op Planning

One main objective, officials said, is to substitute more good co-op shows, saleable at the local level, in the place of network sustainers which are not selling. Committeemen were asked to estimate how many such good co-op programs they could use.

The "upgrading" in programming, it was emphasized, will apply also to station time.

Meanwhile at the Cape Cod meeting the MAAC decided upon a revision of its method of electing members. MAAC is composed of a metropolitan market representative and a non-metropolitan market representative from each of seven districts. Heretofore, odd-numbered districts have held elections one year and even-numbered districts the next. Thus, for any given district both the metropolitan and non-metropolitan representatives have been elected at the same time.

In order that each district may always have one "veteran" committeeman, it was decided that, beginning this summer, the metropolitan representatives of all seven districts would be elected this year and the non-metropolitan representatives of all seven districts would be chosen next year (all for two-year terms).

This change required some terms to be cut short and others extended.

Accordingly, Fred Fletcher of WRAL Raleigh, MAAC Chairman John Cleghorn of WHBQ Memphis and Gene Cagle of KFJZ Fort Worth (all metropolitan representatives and from Districts 2, 4 and 6, respectively) volunteered to resign. And the terms of Victor Diehm of WAZL Hazelton, Hugh O. Potter of WOMI Owensboro, Ky., E. J. McKellar of KVOX Moorhead, Minn., and Rex Howell of KFXJ Grand Junction, Colo. (all non-metropolitan representatives and from Districts 1, 3, 5 and 7 respectively) were extended to 1954.

Other current members of the MAAC are John Laux, WSTV Steubenville, Ohio; J. Porter Smith, WGRC Louisville, and George Hatch, KALL Salt Lake City, all metropolitan representatives and from Districts 1, 3 and 7, respectively. Jack Younts, WEEB Southern Pines, N. C., Bob McRaney, WMOX Meridian, Miss., and Wendell Mayes, KBWD Brownwood, Tex., are all non-metropolitan representatives and from Districts 2, 4 and 6, respectively. (Metropolitan representation from District 5 currently is vacant, since Fred Wagenvoord's transfer from KCRG Cedar Rapids to WONS Hartford.)

The Mutual delegation at the meeting was headed by Thomas F. O'Neil, president and board chairman, and included, among others: Vice Presidents Glen Taylor, Robert Schmid, Earl Johnson, Herbert Rice and Bertram J. Hauser.

CLAMBAKE devotees included (l to r): Fred Fletcher, general manager, WRAL Raleigh; John Cleghorn, general manager, WHBQ Memphis; Charles Godwin, Mutual station relations director; Victor Diehm, president-general manager, WAZL Hazleton, Pa.; E. J. McKellar, president, KVOX Moorhead, Minn.; E. M. Johnson, MBS vice president in charge of station relations and engineering; J. Glen Taylor, General Teleradio Co., Mutual board member; Gene Cagle, president-general manager, KFJZ Fort Worth; kneeling, Bob Carpenter, Mutual eastern manager; George Hatch, president, Intermountain Network, Salt Lake City, and Herbert Rice, Mutual commercial programs manager.

SECOND year of *TV Football Game of the Week* is contracted by General Motors. Signing: William F. Hufstader, GM v.p. in charge of distribution. Looking on (l to r): Robert J. Kane, Cornell U. athletic dir. and NCAA TV comm. chmn.; Asa S. Bushnell, NCAA TV dir.; Walter Gross, NBC Detroit.

WTVJ (TV) Miami and co-sponsor Freshmaster of Miami Inc. (with the Roney Plaza Hotel) sign for *Holiday for Housewives*, remote from the hotel patio. Signing (l to r): Fred Rohrlech, Freshmaster, pres.; John S. Allen, sls. v.p., WTVJ; Lee Ruwitch, v.p., gen. mgr., WTVJ; H. M. Abbott, sls. dir., Freshmaster.

MURRAY BORKON, Community TV Systems Inc., Florence, S. C., fills out the check for DuMont closed circuit gear. Looking on: Donald Stewart (standing), DuMont, and Herbert Singer, Singer, Bean & Mackie, N. Y. underwriter.

FIRST THREE contracts for advertising on KTXL-TV San Angelo, Tex., are taken for Gandy's Creamery there. Signing are (l to r) Harry A. Rosenberger, H. A. Rosenberger Assoc., agency; Loy Gandy, creamery pres.; Walton Foster, KTXL-TV coml. mgr.; Armistead Rust, KTXL-TV pres.

NBC PLANS SESSIONS TO ACQUAINT AGENCY PRODUCERS WITH COLOR TV

NBC's Weaver says the network, without waiting for FCC approval, can let advertisers and agencies try their hand at color and check their own products and commercials on a control room color monitor.

WITHIN the next few weeks NBC expects to launch the first step in acquainting advertising agency producers and others involved in production of commercial TV programs with the intricacies of color television, Sylvester L. (Pat) Weaver, NBC board vice chairman, told B•T last week.

Preliminary sessions can be started immediately without waiting for either FCC approval of commercial operation of the compatible color system proposed by RCA-NBC or the installation of colorcasting equipment in the transmitters of the network's TV affiliate stations, Mr. Weaver said.

"We're going to make it possible for advertisers and agencies to try their hand at color commercials for their own products on their own shows during dress rehearsal to see the results on the color monitors in the control room," he said. "At this stage of things, that's a lot more important to them than whether or not the public is also watching their experimental color work or not."

Colonial Theatre Used

Inaugural step in the proposed program of color training for TV program producers will be a series of lecture-demonstrations fitted into the color production schedule of NBC's Colonial Theatre in New York, source of the network's color programming. Studio 3-H in the RCA Bldg. also is used in color work, but this is being used chiefly for testing color equipment and apparatus at the present, Mr. Weaver explained, so that the Colonial Theatre is the only color studio available for the proposed training program.

The introductory color session will be a 40-minute "on-camera" demonstration of the do's and don't's of color programming, he said. NBC's color producers, who have been engaged with the network's extensive schedule of experimental colorcasts over the past few years, are presently drafting do-and-don't rules for direction, costuming, makeup and sets for color TV shows, as well as for color film for telecasting, he reported.

Product Display

"A major point will be to show the agency producers easy ways of product display in color," Mr. Weaver stated. "If the product is attractively packaged, showing it that way is probably the way to do it. If, however the package does not show up advantageously on the color monitor, then we'll try to put the product into a setting that is attractive. Coffee need not be shown in the can; a steaming carafe on a cheerfully arrayed breakfast table might be the answer. Molds of Jello as another example, might very well make a more enticing TV color picture than the Jello package. On the other hand, the Pall Mall package might have been designed for color TV, it shows up so well."

NBC's idea in these introductory sessions is not so much to teach agency producers how to work with color as to inspire them to create their own methods of creating commercials for this kind of television. "We want to be provocative and challenging," he said, "and to give them the feeling they're getting in on the ground floor of what is going to be the greatest, most effective kind of advertising the world has ever known."

Color equipment is on order for five more NBC studios and the network's remote color unit now is being overhauled, Mr. Weaver said. When these added facilities are available the program of advertiser-agency experimentation will be expanded to give all of NBC's commercial TV programs a chance at color.

This experimentation all will be done at NBC's expense, with no extra charge to the program sponsors above their regular costs for monochrome TV programming, Mr. Weaver said. This is in accordance with the plans filed by NBC with FCC for an "introductory year" of colorcasting [B•T, June 29].

This year presumably will encompass the Commission's approval of the RCA-proposed system of compatible color for commercial telecasting, the equipping of most NBC-TV affiliates to broadcast network color programs (more than 40 of these TV stations already have agreed to equip themselves to broadcast NBC-TV programs in color as soon as the network is ready to proceed with color broadcasts on a network scale), the production of color receivers by TV set manufacturers and their purchase by the public in adequate numbers to foreshadow a spread of color TV across the land comparable to that of black-and-white TV in the years following the end of World War II.

'Introductory Year'

During this "introductory year" the network, its affiliated stations and the Bell System, which provides the carrier circuits for networking video programs from station to station, city to city, will all be gaining experience with color and with the extra costs it entails, Mr. Weaver noted. At the end of this period, which according to present thinking will probably coincide with the beginning of the fall-winter advertising season in September or October of 1954, NBC will establish its first rate card for commercial color TV.

"Without even trying to guess as to what the figure will be, I can say that it is certain that color will not make TV programming any cheaper," Mr. Weaver stated. "Neither will 50 million TV homes, nor 2,000 TV stations. They will all hasten the change in the format of TV advertising from the old radio pattern of single-product-sponsorship of a program to the multiple-product-sponsorship pattern already well along at NBC.

Increased Costs

"If color should add 50% to the cost of telecasting *Show of Shows* the increase would mean very little to one of that program's sponsors in relation to his entire advertising budget," he pointed out. "But a 50% increase in cost to a single sponsor would probably be prohibitive."

The single performance gross time and talent cost of the 2½ hour *Show of Shows—All Star Revue* is something like $300,000, a staggering figure under the old radio product-sponsoring-program pattern, but he pointed

XUM

out that if the project is thought of as a national magazine, reaching 40 million people in 20 million homes, with 135 pages of editorial matter and only 15 pages of advertising, priced at $20,000 apiece, the cost becomes remarkably cheap instead of staggering.

Asked about film for color, Mr. Weaver said that NBC's TV engineers who are experimenting with it say that color broadcasting of programs on film is still in the technical development stage. "Everyone, except the engineers, who has seen color film telecast by our system is highly enthusiastic about the results," he reported, expressing himself as "encouraged" with the outlook, with indications pointing to "our learning in a general way what the specifications for color are by the end of the summer."

Program people from NBC's affiliate stations will be invited to attend the network's color training course, just as station technical personnel already are receiving basic training in color techniques from NBC's video engineers, Mr. Weaver said. Package program producers also will be invited to learn about color, he said, stressing that the network wants to do all it can to give advance training in color to everyone who will be active in the field of color TV programming.

"It seems quite likely that a lot of people are going to underestimate at first how much color will mean as an advertising force," Mr. Weaver stated. "We believe that they're going to be 'sent' when they see it and if we're right they're going to go away and develop a lot of ideas for the application of color to video commercials and programming that are going to make our job at NBC a lot easier."

BLACK-WHITE SETS SEEN UNTIL 1955

Radio-TV dealers hear NARDA President Wallace Johnston predict consumers will continue buying monochrome TV receivers until color sets can be mass-produced in late 1955.

CUSTOMERS will buy black and white TV sets rather than wait until late 1955 "when a reasonable quantity of color television receivers may be available priced for mass sale," Wallace Johnston, president of the National Appliance and Radio-TV Dealers Assn., asserted last Monday.

Mr. Johnston's address highlighted the second day of a three-day mid-year meeting of 225 dealers at the Conrad Hilton Hotel in Chicago June 28-30.

Noting RCA has petitioned the FCC for approval of its colorcasting system, Mr. Johnston told dealers the "publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."

The NARDA president also mentioned the failure of "notorious cut price" business firms.

Frank Freimann, president of Magnavox Co., decried talk of "saturation" in the nation's economy and said that, with respect to television, it is "merely academic and realistically unsound."

Harry Alter, president of Harry Alter Co., Chicago, cited as industry weaknesses too much price-cutting by too many dealers, overstocking by distributors and too much emphasis on outright discount offers on radio-TV sets and appliances.

FCC WILL LOOK HARD BEFORE ACTING ON COLOR

Commission staff ponders RCA-NBC color TV petition before undertaking formal consideration, and Chmn. Hyde says FCC's course will be "cautious and exacting." Manufacturers, film makers speculate on the idea.

ANY idea that the FCC was going to jump headlong into the color TV arena—following the RCA-NBC petition for commercialization of the compatible National Television System Committee standards two week ago [B•T, June 29]—was dispelled last week.

FCC Chairman Rosel H. Hyde said that the Commission was going to proceed cautiously and exactingly in establishing what he called "so momentous a standard which will probably remain in effect for several generations."

Outside the Washington area, the RCA-NBC call for establishment of NTSC color standards evoked comments and announcements of plans from manufacturers and film makers. Station operators and other network officials remained mum, obviously awaiting additional information on what color TV would mean to them.

Manufacturers generally held out no hope of mass production before the second half of 1954. All cited the high costs (the figures $800 to $1,000 seem to be the accepted estimates for the first 16-in. color sets) and many expressed doubts regarding the effectiveness of present tri-color tubes (see stories on this page, page 30).

Film makers generally seemed to accept the requirement for more color picture production, but none ventured the idea of all-out conversion to color (see story page 30).

RCA followed up its official petition to the FCC with announcement of a second seminar on its tri-colored tube for July 15 in New York for its more than 200 licensees. It claimed that improvements since the first such meeting —an all-glass 16 in. envelope was mentioned as one significant advance—made another briefing necessary [see story below].

NBC's Vice Chairman Sylvester L. (Pat) Weaver revealed that advertisers and agencies could begin to get their feet wet in color TV even before the FCC acted. This would be via closed circuit tests, initially on commercials (see story, opposite page).

NTSC's report and petition was expected to be unanimous, Dr. W. R. G. Baker, NTSC chairman, predicted last week. He said NTSC papers would be submitted to the FCC within a day or two after July 21 when all comments on the report accepted June 14 were due to the NTSC group.

Dr. Baker

Dr. Baker did not expect any opposition from any significant radio-television manufacturer, he told B•T. Aside from possible full-dress hearings, the greatest fear has been that competing systems or objections might be placed before the FCC, engendering protracted deliberations.

Although there was an unconfirmed understanding in Washington that the FCC would not make any move to issue a notice of proposed rule-making—the first step it must take when a change in its standards is requested—until the NTSC standards and petition are filed later this month, there were some indications that it might take a preliminary step or two before then. Just what this might be, or how extensive, could not be learned. There was no question, however, that internally the Commission staff continued to work on details of the proceeding; it had begun to do that some weeks ago.

Disappointing to some FCC members was RCA's request for a waiver of the requirement that a color TV system be demonstrated in Washington. The RCA-NBC petition said it was not economically feasible to set up a color TV transmitting station in Washington and asked that the Commission hold its demonstrations in New York where both WNBT (TV) and WPIX (TV) would be equipped to handle the colorcasts.

FCC's staff placed emphasis on the fact that some Commissioners and engineers might want to "play" with color sets in their own homes over a period of time. Watching color broadcasts would also permit the Commission to test the effectiveness of intercity networking, they pointed out. Since one of the FCC's criteria for a new color system was the requirement that it not be overly complex or expensive for station operators, a Washington demonstration requiring the conversion of a station would aid in that determination, they pointed out.

It is considered likely by some industry sources that a compromise would be worked out that would satisfy the FCC on these scores without the necessity of establishing a color transmitter in Washington.

RCA SETS MEETING ON TRI-COLOR TUBE

Licensees of RCA are invited to New York symposium July 15 at which they will be filled in on design and production data on an improved tri-color picture tube developed for the proposed RCA-NTSC color TV system.

RCA licensees, comprising virtually the entire radio-TV manufacturing industry, have been invited to a technical symposium, to be held in New York July 15, at which they will be given the latest information on design and production of an improved tri-color TV picture tube developed by RCA for use in its compatible color system, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced Tuesday.

The symposium, Dr. Jolliffe said, is in line with the policy laid down by Brig. Gen. David Sarnoff, RCA board chairman, when he announced that RCA and NBC had petitioned the FCC to adopt compatible color standards approved by NTSC, permitting the commercial

telecasting of color programs [B•T, June 29]. In his announcement, Gen. Sarnoff said, "Radio-television can avail itself of the scientific inventions and technical know-how that are the fruits of RCA's color television investment, without incurring the major capital risks." He placed the RCA-NBC investment at $40 million to create color TV.

Invitations were included in letters mailed to RCA licensees by E. C. Anderson, RCA vice president in charge of the Commercial Department, who recalled that RCA conducted its first symposium on its tri-color tube two years ago, when licensees were given a description of the tube and its associated components. Considerable progress has been made since then, he said, both in improving the tube's performance and in simplifying its manufacture.

"As we have progressed toward our goal of developing a tri-color tube better adapted to mass production, many refinements in design and processing have been made. Supplementing this program, the decision has recently been made to concentrate on development of a tri-color tube with a glass envelope. We believe that you will be interested in knowing the progress that RCA has made and in information on the tri-color tube. Accordingly, we are holding another tri-color symposium in order to give you the latest information on our tri-color kinescope," he said.

COST OF COLOR RECEIVERS NOW AMONG SET MAKERS' QUESTIONS

How do the nation's top set manufacturers feel about the imminence of color TV? Here's what a B•T cross-check shows.

WHETHER tri-color picture tubes are ready for commercialization seemed to bother many television set manufacturers, a roundup of comments from major set makers last week indicated. Apparently manufacturers feared that the tubes would be too critical for mass production. High prices for early color TV sets were also mentioned as a possible deterrent to normal marketing, their views indicated.

Availability of color television "in limited quantities" early next year was predicted by Benjamin Abrams, president of Emerson Radio & Phonograph Corp., at a distributors meeting Tuesday in New York. He expressed the belief that releasing color receivers "as soon as possible" will have a stimulating effect on the sale of black-and-white sets, and offered the following reasons:

1. The price of color sets will be approximately three times as high as black-and-white sets, with $750 "a conservative estimate at this time."

2. At the beginning color sets will use picture tubes no larger than 16 inches.

3. Limited production during 1954 will make deliveries difficult "even for those who may be satisfied with a small picture and are willing to pay a high price."

Mr. Abrams showed the distributors a color field test set, which, he acknowledged, requires "something like 50 receiving tubes and lots of extra parts to drive those tubes."

A pledge that Emerson would be "among the first to have color sets on the market" was made by Dorman D. Israel, executive vice president. He warned, however, that a square inch of a color set screen would cost the consumer between $8 and $10 as compared with $1.50 to $1.75 for the current black-and-white receivers. The cost for a color tube alone in initial production stages will be between "$158 and $200," he said.

CBS-Columbia Reports

CBS-Columbia's Vice President Lou Hausman pointed out that his company certainly is working on color receiver production with the objective and expectancy of getting sets on the market by the time other manufacturers do. He also noted that "it's no secret" that CBS-Columbia feels the present circuitry and color tubes of the compatible system are too expensive and complicated to be practical from a sales and service standpoint, and said CBS-Columbia and also CBS-Hytron are working on simplifications to make the equipment both effective and practical. CBS-Columbia demonstrated the "NTSC system" of compatible color at its recent distributors meeting, Mr. Hausman recalled.

Richard Hodgson, president of Chromatic Television Labs., which has the tri-color tube developed by Nobel prize winner Ernest O. Lawrence and has incorporated it into a compatible color set, took issue with RCA's filing with FCC.

Filing 'Inappropriate'

He said Chromatic still feels it is "inappropriate" for a single company to take "this individual action" in petitioning for compatible standards when the National Television System Committee has been working on it, with RCA included, for some two years and is near the point of filing its own petition.

Chromatic, he said, is as desirous as—and perhaps more so than—any other segment of the industry that color TV get underway at an early date, but does not feel RCA has expedited the advent of color by making its petition a few weeks ahead of NTSC's own.

Mr. Hodgson said Chromatic is getting more and more of its sets and tubes into the hands of tube and set manufacturers, and currently is negotiating with two manufacturers for actual production.

A spokesman for Admiral Corp., said his firm is "maintaining a *status quo* at present." Admiral, he said, will continue its developmental work with the National Television System Committee.

He added that much of color TV's progress will depend on the type of color tubes used and "whether they will work or not." He said an upcoming RCA symposium is expected to clarify this matter with engineers. Admiral has no plans to announce for set production at this time.

The spokesman, a top-ranking electronics executive for the firm, noted sentiments previously expressed by Ross D. Siragusa, Admiral president, claiming that TV service could be set back years if the industry fails to solve the picture tube problem or acts "prematurely." Whether Mr. Siragusa still believes that "the right tube simply doesn't exist" now was open to conjecture. Mr. Siragusa was unavailable for comment.

Mr. Siragusa also is known to feel that tooling up for color set production before the development of a satisfactory tube—that is, one out of the laboratory device stage—would be a "serious mistake."

Magnavox Co. had no direct comment, although a spokesman reiterated earlier statements by its president, Frank Freimann. Mr. Freimann feels color sets may be at least two years away for home use and probably will cost around $1,000. The spokesman said color TV is "too far in the future" for any further comments on Magnavox's plans.

Neither Hallicrafters nor Zenith Radio Corp. would express reactions on RCA's petition to the FCC for adoption of its color TV system. But it's known that Zenith is producing color-casting tubes and its Vice President H. C. Bonfig claims color TV is "just around the corner."

At Motorola Inc., President Paul V. Galvin could not be reached for comment, but has said repeatedly that color TV is "a good way off." He feels that, while good pictures are obtainable from present color tubes, they are expensive to manufacture.

Customers Won't Wait

Wallace Johnston, president of National Appliance & Radio-TV Dealers Assn., at its Chicago convention last week, said customers will buy black-and-white TV sets rather than wait until late 1955 "when a reasonable quantity of color TV receivers may be available, priced for mass sale." Referring to the RCA-NBC petition, Mr. Johnston told dealers that "the publicity color will receive makes it imperative that you get a color set on your sales floor as soon as possible so customers can compare performance, picture size, price and program availability."

FILM PRODUCERS THINK COLOR OVER

Major TV film production companies go slow in plunging into color. They feel the time "is not right."

COLOR television apparently is still in the "thinking-it-over" stage insofar as major TV film production companies are concerned.

A spot check at the New York headquarters of seven leading TV film producers revealed that only two currently are "shooting" some of their offerings in color, while the remaining five companies indicated a sharp interest in the development but with no crystallized plan of action.

Many of the firms that are exploring the question of color expressed the opinion that the time "is not right." It was the feeling of several spokesmen that the technical development of color TV has not as yet reached the point where it outweighs black-and-white in programming consideration.

The most positive approach to color TV by film producers appeared to be that adopted by Ziv Television Programs Inc. A company official pointed out that the company has been "shooting" in color TV for the past 4½ years on the premise that color would be authorized. He noted that at the outset, films shot in color TV were transmitted in black-and-white. "About six months ago, we decided to shoot all of our four series currently in production in black-and-white and in color," he said. "Our research showed that films shot in color did not reproduce as well in black-and-white as those shot in black-and-white." The company, he added, has set up a research department on the west coast to study such aspects of color TV as lighting, TV tape sound and color processing.

Echoing to some extent the viewpoint offered by Ziv was a spokesman for MCA-TV, who

declared: "We are currently shooting some of our production in color. Our present plans call for "City Detective" and "Abbott and Costello" in color. We plan to shoot other shows both in color and in black-and-white. We realize there are many problems to be met in adapting color to television, such as the feeling among many experts that a given color process may become outmoded. We currently are experimenting at our Hollywood studios with different processes and also with lighting."

Production This Year

Voicing belief that his firm would be in color television by the end of this year was Herman Rush, assistant to the president of Official Films. But he stressed that his company expected to remain "flexible" on the question of color.

"I say that because we feel certain types of series lend themselves to color and others do not," Mr. Rush explained. "We contemplate filming an adventure series sometime at the end of this year in color. Our thinking at present is that certain types of dramatic series would not be enhanced by color and we plan to do them in black-and-white."

A spokesman for Prockter Television Enterprises said that company executives "are discussing color but we have no immediate announcement on the subject." He added that the firm plans to film some of its series in color "when the time is right."

No Immediate Plunge

An official of Screen Gems said there has been "considerable discussion of color TV" among top-level executives, but the company is considering no immediate plunge into color. He emphasized that his personal opinion is that "color TV is still two years away."

Aaron Beckwith, vice president of Gross-Krasne Productions, said "color is nothing new to Gross-Krasne because, after all, we're picture-makers." He said his company currently is conducting "research and analysis along the lines of color TV and we'll go into color TV when we deem it thoroughly practicable."

A spokesman for United World Films was emphatic in stating that his company "has no plans in the direction of color TV at the present time."

In Hollywood, a check of major TV film producers indicated that color production was a fact, but that none had plans for full-scale tint film making.

Floyd Holm, Compton Advertising, said "Fireside Theatre" would eventually be filmed in color, but not this year. He pointed out that the films are on a syndicated basis and would be competing with new product probably in color. Sometime ago, a Fireside script was shot in color with Eastman-Kodak's developmental color film in a mutual experiment.

'Smilin' Ed' in Color

Frank Ferrin Productions has shot "Smilin' Ed's Gang" exclusively in Eastman-Kodak 16mm color. There is over 300,000 ft. in color, it was said. At the moment, of course, the series is printed in black and white for TV distribution.

Jerry Fairbanks does public relations films in color.

Volcano Productions has summer production scheduled for "Ricochet," an adult western series, in Eastman-Kodak 35mm color. Firm is also shooting a one-reel, 3-D puppet show in color for theatre exhibition, with the long range view of going to TV eventually.

Desilu Productions has made one color test, using new Eastman-Kodak color process, of one of the Philip Morris commercials.

Jack Gross, executive producer, Gross-Krasne, said his firm is considering July production of CBS-TV "Big Town" and "Lux Video Theatre" in color. Scenes shot in full color are ideal on black and white screens thus making producer prepared for advent of color TV. According to Mr. Gross, "Schlitz Playhouse of Stars" is interested only in immediate value, not re-runs, thus—color would not be advantageous at moment.

Dougfair Corp. Vice President Alexander MacDonald reported several scenes in "Terry and the Pirates" have been shot in new Eastman color and firm will eventually go into color production. He considered "Terry" series good for color because of Orient locale but feels color would do little for programs such as dramas and mysteries.

Not Optimistic

Harry McMahan, president of Five Star Productions, is not optimistic about color TV. "It shouldn't happen to a growing industry and must come in slowly or it will dislocate the entire industry as the big problems are lack of color labs for processing and not enough color negative. The longer it waits the better off we'll be from standpoint of quality. Once color is in," he added, "it will be the greatest boon to the advertiser and benefit commercials more than dramas." Pointing out the increase in cost, he explained that cost of a cartoon commercial is increased 10% when shot in color and that of a live action commercial in increased 20% to 30%.

Additional Cost 'Minor'

Commodore Productions & Artists Inc. and Commodore Films, producers of "Clyde Beatty" and new video film series tentatively titled "The Silent Witness" have photographed all of their productions in 16mm commercial Kodachrome and will continue to do so in the future, according to President Walter White Jr. Besides insuring their programs for color telecasting he contends "that black and white reproductions [of color films] lend themselves more suitably for telecasting since color film has no grain and gives the engineers more leeway in controlling the shades of blacks, whites and grays when broadcasting." Mr. White also believes the additional cost of the film and production is minor if experienced color technicians are employed.

Kling Will Be Ready

In Chicago, Fred Niles, vice president of Kling Studios Inc.'s Motion Picture-TV Div., said his firm would be well equipped to handle color TV commercials when colorcasting arrives.

Kling has been experimenting with color spot announcements for some advertisers, using Ansco 35 mm, Eastman positive-negative 35 mm and reductions of Eastman positive from 35 mm to 16 mm. Kling currently is expanding its Chicago and other studio facilities and is expected to be particularly active in this service to clients.

Mr. Niles acknowledged that color spots would be more expensive but felt advertisers would find it worth while to use them.

Other TV film companies in Chicago had no comment on colorcasting, preferring to adopt a wait and see attitude.

AT Hollywood premiere of CBS animated color film, "It's Time for Everybody," were (l to r): William D. Shaw, gen. mgr., CPRN-KNX Hollywood; Darwin Godfrey, pres., Signal Oil Co., L.A., and Adrian Murphy, CBS Radio pres.

SEEING to agreement for Pepsi-Cola Metropolitan Bottling Co. of Philadelphia to sponsor five sports broadcasts a week on WIP there are (l to r): Seated, James G. Knight, Pepsi V.P.-gen. mgr., and Benedict Gimbel Jr., WIP pres.-gen. mgr.; standing, James J. McCaffrey, Pepsi sls. mgr.; Clyde Spitzner, WIP local cmml. mgr., and Jim Leaming, WIP sports dir.

CORNELL U. and Syracuse U. 1953 football games will be sponsored on WSYR Syracuse by Socony-Vacuum Oil Co. Signing are (l to r): Seated, E. R. Vadeboncoeur, WSYR pres.-gen. mgr.; Eldred H. Manning, dist. sls. mgr., S-V, and Larry Lawrence, WSYR slsmn.; standing, A. I. Marshall, WSYR sls. mgr., and Howard Rubado, dist. asst. for retailing Mobilgas, S-V product.

HOLLYWOOD joins in planning for 1953 L. A. Community Chest campaign with David Showalter, public relations director, KNX-CPRN, (l), and William D. Shaw, gen. mgr., KNX-CPRN, (r) conferring with Chest Campaign Chmn. Maynard J. Toll. Mr. Shaw is co-chairman, with Station Mgr. Don Norman, KNBH-TV Hollywood, of the year-around publicity committee.

SUMMER HIATUS SCHEDULES FINALIZED BY NETWORKS

More and more advertisers tend to retain time throughout the summer, either with their regular shows or with summer replacements. B•T herewith tabulates the network situation.

THE PERENNIAL PROBLEM of summer hiatus and summer replacements was finally settling into its groove last week. In both radio and TV, a vast majority of sponsors are staying on the air, either with their regular programs or with hot-weather replacements [B•T, June 29]. Following is a roundup showing changes that are occurring or have occurred in the summertime commercial lineups of each of the networks, based on information supplied by those networks:

ABC Radio

ABC radio's daytime commercial schedule continues unchanged for the most part during the summer months. Changes in the evening commercial lineup include:

P. Lorillard's *Taylor Grant—News*, normally heard Sundays at 9:15-30 p.m., will move into the Sunday 9 p.m. spot in place of Gruen Watch's Walter Winchell from July 12 to Sept. 6, while Mr. Winchell vacations. Goodyear Tire & Rubber is on hiatus with *Greatest Story Ever Told* (Sun., 5:30-6 p.m.), and Electric Light Companies went off with *Meet Corliss Archer* (Fri., 9:30-10 p.m.) after the June 26 broadcast.

Gillette is taking hiatus from all but one quarter-hour of its Friday 10-11 p.m. sports series, but is putting *News of Tomorrow* in the 10-10:15 p.m. spot, effective last Friday. Sterling Drug is on vacation with *Mystery Theatre* (Wed., 8-8:30 p.m.), also effective last week, and Hotpoint is going off as co-sponsor of *Ozzie and Harriet* (Fri., 9-9:30 p.m.), but Lambert Co., the other *Ozzie* sponsor, will put *Summer Theatre* in that period on an alternate-week basis for the summer.

CBS Radio

CBS Radio's daytime commercial schedule continues unchanged for the summer.

In evening time changes, Electric Auto-Lite is taking hiatus with *Suspense* (Mon., 8-8:30 p.m.), while Lever Bros substitutes *Lux Summer Theatre* for its regular *Lux Radio Theatre* (Mon., 9-10 p.m.) and R. J. Reynolds Tobacco, effective tonight, puts *Walk a Mile* into the regular *Bob Hawk Show* spot (Mon., 10-10:30 p.m.).

Mars Inc. is taking hiatus on *People Are Funny* (Tues., 8-8:30 p.m.), but Amana Refrigeration Inc. is sponsoring the series for the hot-weather months. Reynolds Tobacco drops *My Friend Irma* (Tues., 9:30-10 p.m.) and Stopette drops *What's My Line* (Wed., 9:30-10 p.m.).

General Electric is putting *GE Playhouse* into the Thursday 8:30-9 p.m. period as summer replacement for Bing Crosby, who is on vacation from the 9:30-10 p.m. Thursday spot, while Jergens Lotion takes hiatus with *Time for Love* (Thurs., 9-9:30 p.m.). Reynolds Tobacco is taking hiatus with the *Vaughan Monroe Show* (Sat., 7:30-8 p.m.). General Foods is dropping *Tarzan* (Sat., 8:30-9 p.m.) but may return in the fall with a new series, perhaps *Gunsmoke*.

On Sundays, Willys Motors is sponsoring *World Music Festival* (Sun., 2:30-4 p.m.) in place of its New York Philharmonic broadcasts. Colgate-Palmolive-Peet is dropping *Our Miss Brooks* for the summer (Sun., 6:30-7 p.m.), while Lucky Strike cigarettes sponsors Guy Lombardo in place of Jack Benny (Sun., 7-7:30 p.m.) and Rexall sponsors *Richard Diamond, Private Detective* as a replacement for *Amos 'n' Andy* in the succeeding Sunday evening half-hour. Warner-Hudnut is off with *Bergen-McCarthy* (Sun., 8-8:30 p.m.) and Hall Bros. also is taking hiatus with *Hallmark Hall of Fame* (Sun., 9-9:30 p.m.). Philip Morris is continuing *My Little Margie* in the Sunday 8:30-9 p.m. period at least until late August.

Mutual

On Mutual, summertime commercial changes include Kellogg taking a 13-week hiatus on *Wild Bill Hickok* (Mon.-Wed.-Fri., 5:30-55 p.m.), effective June 15. Union Pharmaceutical is taking hiatus until mid-August as one of the sponsors of the Gabriel Heatter Monday-through-Friday 7:30-45 p.m. strip, but is being replaced for that period by Mennen Co.

Admiral Corp. and its *Life Is Worth Living*, featuring Bishop Fulton J. Sheen, are taking hiatus until fall, while Libby, McNeill & Libby is going off *Nick Carter* (Sun., 6-6:25 p.m.) effective July 12, at which time the program will become available for cooperative sponsorship.

NBC Radio

NBC radio's daytime lineup is largely unchanged for the summer. Campbell Soup's *Double or Nothing* vacated the 10:30-11 a.m. strip fortnight ago, with General Foods moving its Bob Hope morning show into the 10:30-45 a.m. portion and NBC putting *It Pays to be Married* into the other quarter-hour.

In the evening, Chevrolet takes hiatus with the *Dinah Shore Show* (Mon. and Fri., 10-10:15 p.m.) from the first week of July until Oct. 5 and this period will be filled with *Hollywood Showcase* on Mondays and probably *Words in the Night* and *Music by Mantovani* on Fridays, the Monday night show being offered for sponsorship under the Tandem plan.

Liggett & Myers drops *Martin and Lewis* effective July 14. *Fibber McGee and Molly*, sponsored by Reynolds Metals (Tues., 9:30-10 p.m.), begins hiatus starting July 7. American Cigarette & Cigar Co. is taking hiatus with *The Big Story* (Wed., 9:30-10 p.m.) from June 17 to Sept. 23, but Pet Milk has moved *Truth or Consequences* into that segment for the summer, and Gulf Oil Co. is putting *Counterspy* into the Thursday 9-9:30 p.m. period thus vacated by *T or C*. *Scarlet Pimpernel* is being offered under the Tandem plan in the Wednesday 10-10:30 p.m. time period vacated by General Foods' *Bob Hope Show* last week. Reynolds Tobacco's *Walk a Mile* at 8-8:30 Wednesday is out from July 8 to Oct. 7.

RCA was scheduled to substitute *Tony Martin Show* for Phil Harris and Alice Faye (Sun., 8-8:30 p.m.), beginning yesterday. U. S. Steel has checked out with *Theatre Guild* (Sun., 8:30-9:30 p.m.). Liggett & Myers is taking hiatus with *Dragnet* until Aug. 30 (Sun., 9:30-45 p.m.).

ABC-TV

Homicide Squad, dropped by Sterling Drug as of June 28, is being replaced by *Talent Patrol*, currently a sustainer (Mon., 8-8:30 p.m.). Thor Corp. takes a hiatus with *Quick as a Flash* (Thurs., 10:30-11 p.m.) from July 2 to Sept. 10.

Lash of the West moves into the Saturday morning 10:15-30 a.m. period under Reymer & Bros. sponsorship, and Falstaff Brewing Co. is sponsoring the major league baseball *Game of the Week* on Saturday afternoons. Brown Shoes will sponsor *Smilin' Ed McConnell* (Sat., 10:30-11 a.m.) starting in August. Sweets Co. of America, which sponsors *Tootsie Hippodrome* (Sun., 12 noon-12:30 p.m.), takes a vacation starting June 28, while Sunkist substitutes for Mars Inc. as co-sponsor (with Kellogg) of *Super Circus* (Sun., 5-6 p.m.). Gruen Watch Co., sponsor of Walter Winchell (Sun., 6:30-45 p.m.), takes a hiatus starting July 5, returning Sept. 6 as sponsor of the show in a new time period (Sun., 9-9:15 p.m.). Plymouth Div. of Chrysler Corp. takes hiatus with *Plymouth Playhouse* starting June 21.

CBS-TV

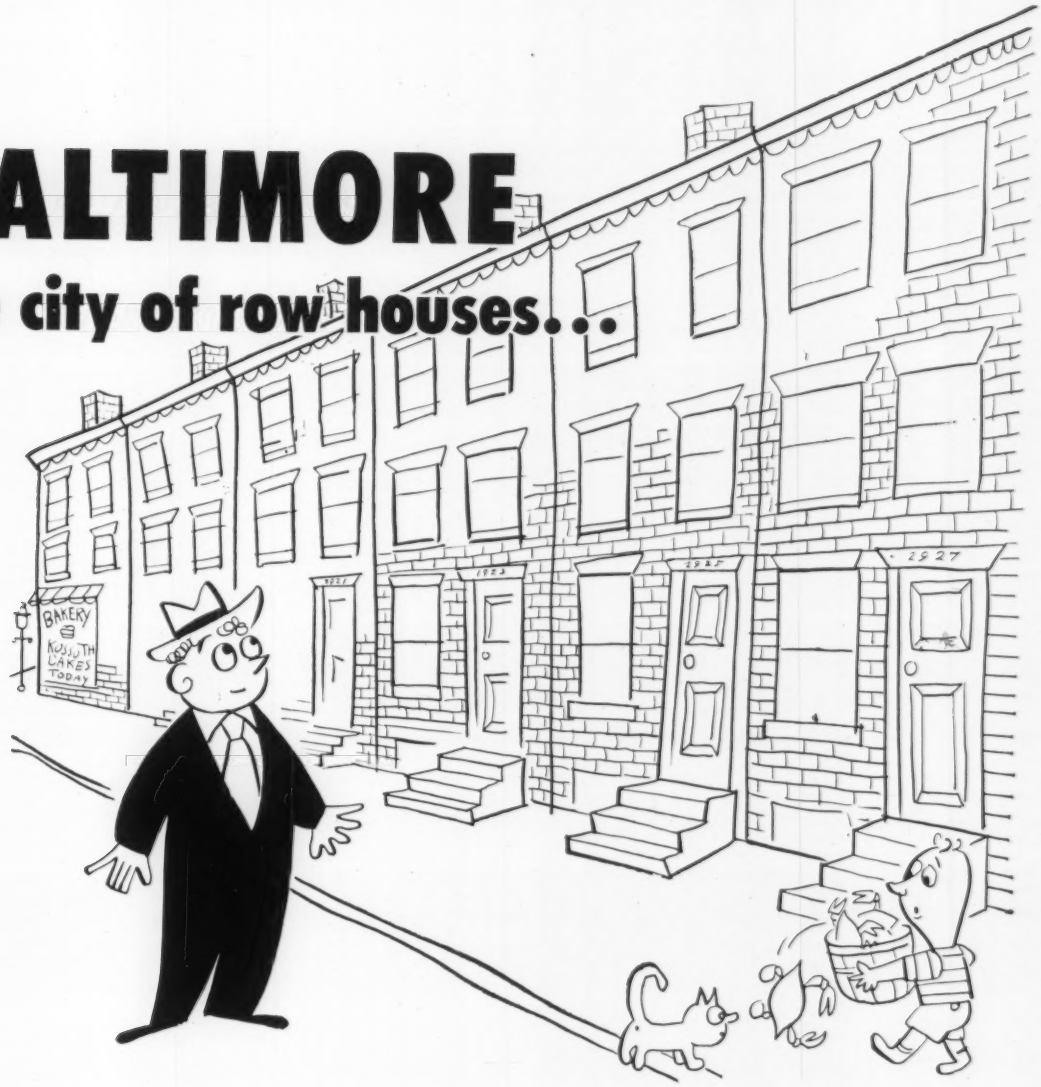
Only two sponsors are taking summer hiatus, the Electric Companies Adv. Program, whose *You Are There* moves into the Sunday 6:30-7 p.m. period when it returns Aug. 30, and Aluminum Co. of America, which will return Aug. 18 with five weekly *Youth Wants to Know* programs before picking up its regular *See It Now* series on Sept. 22. The Alcoa show, heretofore seen on Sundays, moves into the Tuesday 10:30-11 p.m. segment starting with the Aug. 18 return. Liggett & Myers meanwhile dropped *Stork Club* effective July 4 (Sat., 7-7:30 p.m.).

CBS-TV advertisers staying on but putting in replacement programs include: American Tobacco Co., which is carrying *Your Playtime* until Jack Benny and *Private Secretary* return Sept. 13 (Sun., 7:30-8 p.m.); Bristol-Myers, Nestle, and Schick with *Larry Storch Show* in place of *Jackie Gleason Show* from July 11 to Sept. 5 (Sat., 8-9 p.m.); Bristol-Myers with *Arthur Murray Party* in place of *Time to Smile*, effective June 28 until Oct. 11 (Sun., 9:30-10 p.m.); General Electric Co., with *General Electric Theatre* instead of *Fred Waring Show*, starting June 28 and continuing to Sept. 27 (Sun., 9-9:30 p.m.), and with *Summer Time USA* in place of *Jane Froman Show* from July 7 to Sept. 1.

General Foods is putting replacements in for its three regular programs: *Masquerade Party* for *Red Buttons Show* until Sept. 21, *Footlight Theatre* for *Our Miss Brooks* until Oct. 2, and *Pantomime Quiz* for *Mama* until Sept. 4. Liggett & Myers is inserting *TV's Top Tunes* as replacement for Perry Como starting this week and continuing to Sept. 24 (Mon.-Wed.-Fri.,

WGN Chicago's signing with Metropolitan Chevrolet Dealers Club to carry 11 college football games brought these men together (l to r): Peter Neil, account executive, Campbell-Ewald, agency; William McGuineas, WGN Inc. commercial manager; Frank Katzin, Clark-Maple Chevrolet, and chairman, MCDC advertising committee; Joseph McInerney, MCDC president; Jack Brickhouse, sportscaster for the games, and Harry Creighton, who will assist him; Henry Ruby, of MCDC advertising committee, and Charles Gates, WGN sales department in charge of the account.

BALTIMORE
the city of row houses...



Baltimore's miles and miles of row houses are just one thing that makes this city different from every other big city market in America.

IT'S A COMPACT MARKET!

More than 1⅓ million Baltimoreans are packed into an unusually small geographical area. You don't have to pay for a powerful, expensive radio station to reach these people effectively. W-I-T-H will do the whole job for you—at a fraction of the cost. Because

NIELSON SHOWS W-I-T-H FIRST IN BALTIMORE CITY AND BALTIMORE COUNTY

The latest Nielsen Coverage Service proves that the weekly daytime circulation of W-I-T-H is greater than any other radio or television station in Baltimore City and Baltimore County.

That's just one fact in this amazing survey. A call to your nearest Forjoe man will bring you the whole story.

IN BALTIMORE **WITH**

TOM TINSLEY; PRESIDENT **REPRESENTED BY FORJOE & CO:**

7:45-8 p.m.). Philip Morris will sponsor *Racket Squad* with the Toni Co. as replacement for *I Love Lucy* from July 6 to Oct. 5 (Tues., 9-9:30 p.m.) and *Pentagon Confidential* in place of *My Little Margie* from Aug. 6 until further notice (Thurs., 10-10:30 p.m.).

R. J. Reynolds Tobacco Co. moved its *Man Against Crime* into the Friday 8:30-9 spot now occupied by its *My Friend Irma*, and the company's *I've Got a Secret* went into *Man Against Crime's* former Wednesday 9:30-10 p.m. period, effective July 3. Westinghouse Electric Co. has put *Studio One Summer Theatre* in for *Studio One* until Sept. 21 (Mon., 10-11).

Otherwise, sponsors are staying on with their regular shows through the summer. Additionally, Chrysler Corp. starts *Medallion Theatre* on July 11 (Sat., 10-10:30 p.m.); General Electric starts *Meet Mr. McNutley* on Sept. 17 (Thurs., 8-8:30 p.m.); Hoover Co. joins the *Garry Moore Show* on Sept. 14 (Mon.-Fri., 1:30-2 p.m.); International Silver Co. and Simmons Co. start *My Favorite Husband* on Sept. 12 (Sat., 9:30-10 p.m.); P. Lorillard starts *Two for the Money* on Aug. 15 (Sat., 9-9:30 p.m.); Revlon starts a new dramatic show in the fall (Sat., 10:30-11 p.m.); while Willys Motors already has started *Willys Theatre* (Thurs., 8:30-9 p.m.).

DuMont

Summertime changes in DuMont's commercial schedule include:

Young People's Church of the Air is taking hiatus with *Crawford Chorus and Orchestra* (Sun., 10:30-11 p.m.); Admiral Corp.'s *Life Is Worth Living*, featuring Bishop Fulton Sheen, is off until fall; Serutan's *Wisdom of the Ages* (Tues., 9:30-10 p.m.) started hiatus at the end of June, and Charles Antell is dropping *What's Your Bid* (Sun., 10-10:30 p.m.). On the other hand, Toni Co. and Hazel Bishop Inc. have put *Blind Date* into the Tuesday 8-8:30 p.m. segment vacated by Admiral, and Welch's Wine div. of Quality Importers Inc. has just signed to sponsor the *Dotty Mack Show*, starting this week, in the Tuesday night period vacated by Serutan.

NBC-TV

In NBC-TV's morning lineup the multiply-sponsored *Today* continues at 7-9 a.m. EDT and CDT Monday through Friday, while three shows start today (Mon.)—*Glamour Girl* (10:30-11 a.m. EDT), and *Hawkins Falls* (11-11:15 a.m.), and *The Bennetts* (11:15-11:30 a.m.), all currently unsponsored—in time periods not heretofore networked. Two others will be added in the 11:30-12 noon segment starting Aug. 3. Scott Paper and Minnesota Mining are taking hiatus from *Ding Dong School* (Mon.-Fri., 10-10:30 a.m.), but General Mills is staying as Friday sponsor of the program.

In the afternoon, Gerber Food takes hiatus with its Thursday portion of *Break the Bank* (Mon.-Fri., 3-3:30 p.m.) but the program continues on a co-op basis to Sept. 4. Procter & Gamble dropped its sponsorship of the last quarter-hour of the *Welcome Travelers* strip (Mon.-Fri., 3:30-4 p.m.), effective June 29 for the summer, while Nash Kelvinator picks up the 3:30-45 p.m. Friday segment. P&G picked up *On Your Account* (Mon.-Fri., 4-4:30 p.m.) effective June 8, taking over the first half-hour of the multiply-sponsored *Kate Smith Show*, which returns Sept. 7 at 3-4 p.m.

Chevrolet Drops Shore

In evening time Chevrolet is dropping Dinah Shore's Tuesday and Thursday 7:30-45 p.m. program, which will be replaced by Eddy Arnold effective this week for the summer. Firestone reportedly is set to vacate *Voice of Firestone* (Mon., 8:30-9 p.m.) for the summer. Speidel and Crosley are putting *Name That Tune* into the 8-8:30 p.m. Monday period which has been occupied by their *What's My Name* series, starting this week, while Serutan has bought *Juvenile Jury* for the Monday 9-9:30 p.m. period for the summer. Revlon's *Mirror Theatre* and Associated Products' *Break the Bank* started June 23 for the summer in the 8-9 p.m. Tuesday spot formerly occupied by Milton Berle under Texas Co. sponsorship, and P&G is substituting *Nothing but the Best* for its regular *Firestone Theatre* in the next half-hour, starting tomorrow.

Hazel Bishop cosmetics added *Candid Camera* for the summer months, starting June 2 in the Tuesday 9:30-10 p.m. period and then, effective last week, exchanging time periods with the sponsor's regular *This Is Your Life* series, normally seen Wednesdays at 10-10:30 p.m. P. Lorillard will replace *Two for the Money* (Tues., 10-10:30 p.m.) with Fred Allen in *Judge for Yourself* on Aug 18, moving *Two* to CBS-TV.

DuPont is going off with *Cavalcade of America*, which has alternated with *Scott Music Hall* in the Wednesday 8:30-9 p.m. period, but Scott Paper is expanding *Music Hall* into a weekly series in this spot, starting with last week's telecast. Toni meanwhile started last week, for eight weeks, with *Place the Face* in the Thursday 8:30-9 p.m. segment normally occupied by Borden's *Treasury Men in Action*. RCA substituted *The Goldbergs* for Dennis Day (Fri., 8-8:30 p.m.), also effective last week, while Gulf Oil at the same time substituted *First Person* for its *Life of Riley* program (Fri., 8:30-9 p.m.), and American Cigarette & Cigar and Simonize companies are putting *Doorway to Danger* into the succeeding half-hour, normally occupied by their *Big Story* series. Campbell Soup will put *TV Soundstage* in the Friday 9:30-10 p.m. period effective this week, while Gillette started *Sports Reel* in place of its *Calvacade of Sports* in the Friday 10-10:30 p.m. segment last week for the period ending Sept. 4.

Sunbeam's Plans

Sunbeam Corp. is taking a July-August hiatus with *Ethel and Albert* (Sat., 7:30-8 p.m.), while *Saturday Night Revue* was started early last month as summer replacement for *Your Show of Shows* (Sat., 9-10:30 p.m.), with at least five of nine available 10-minute segments sold to date.

In the Sunday lineup, Hall Bros. is taking hiatus with its *Hallmark Hall of Fame* (Sun., 5-5:30 p.m.), effective yesterday, while Fram Corp. takes a vacation with *Sightseeing With the Swayzes* (Sun., 5:30-45 p.m.), as do Sunbeam with *Window on Washington* (Sun., 5:45-6 p.m.), and P&G with *The Doctor* (Sun., 10-10:30 p.m.).

Harris, Robertson Resign C-P-P Executive Posts

TWO EXECUTIVES of the Colgate-Palmolive-Peet Co., Jersey City, resigned last week in what were described as unrelated moves.

Leslie T. Harris, director of radio and television for the company, resigned effective July 1, and Ralph C. Robertson, assistant advertising manager, resigned effective Aug. 1.

George T. LaBoda, assistant radio-television director, succeeds Mr. Harris, effective immediately.

Mr. Harris

Mr. Harris had been with the company for the past two years. Prior to that he was with the NBC program department and before that with Benton & Bowles and CBS. Mr. Robertson had been with Colgate for the past 20 years. He was in charge of the radio and television end of the spot business placed by the company, and of print.

Future plans of Messrs. Harris and Robertson were not announced.

FIVE CBS-TV SHOWS MOVED NEXT FALL

Programs and advertisers are being shuffled. Besides moving or replacing five programs, CBS-TV has sold shows to three advertisers which had been carried by other sponsors.

AT LEAST five CBS-TV programs will be moved or replaced next fall for as many advertisers.

The advertisers are Johnson's Wax, Wrigley Co., Brown & Williamson, Schick Inc. and Carter Products.

Johnson's Wax, through Needham, Louis & Brorby, Chicago, has bought *Life With Father* half-hour series and is hoping to present the program on Sundays in the 7-7:30 p.m. time. The time segment now is occupied by the Wrigley Co.'s Gene Autry show and the network is trying to get the firm to move to the Tuesday 8-8:30 p.m. time opposite the Milton Berle show. So far Wrigley has not confirmed the move.

The *Life With Father* acquisition for Johnson's makes a major network addition to its alternate-week sponsorship of the Robert Montgomery program on NBC-TV, hour-long dramatic show.

In a strange flow of activity three other advertisers have picked up 2 programs previously carried by other sponsors.

Colgate-Palmolive-Peet effective Sept. 25 will drop *Mr. & Mrs. North* on Friday 10-10:30 p.m. but the time will be picked up by Brown & Williamson (Kool cigarettes) who will sponsor *My Friend Irma* in that period. Latter program had been dropped by another cigarette firm, R. J. Reynolds (Camels), at the end of last season. Ted Bates is agency for Brown & Williamson.

Schick and Carter Products, currently sponsoring *Crime Syndicate* and *City Hospital*, on alternate weeks in the Tuesday 9-9:30 p.m. time, will both drop the shows this fall and instead will present in alternate weeks the *This Is Show Business* program. This program had been sponsored by the American Tobacco Co. (Lucky Strike cigarettes).

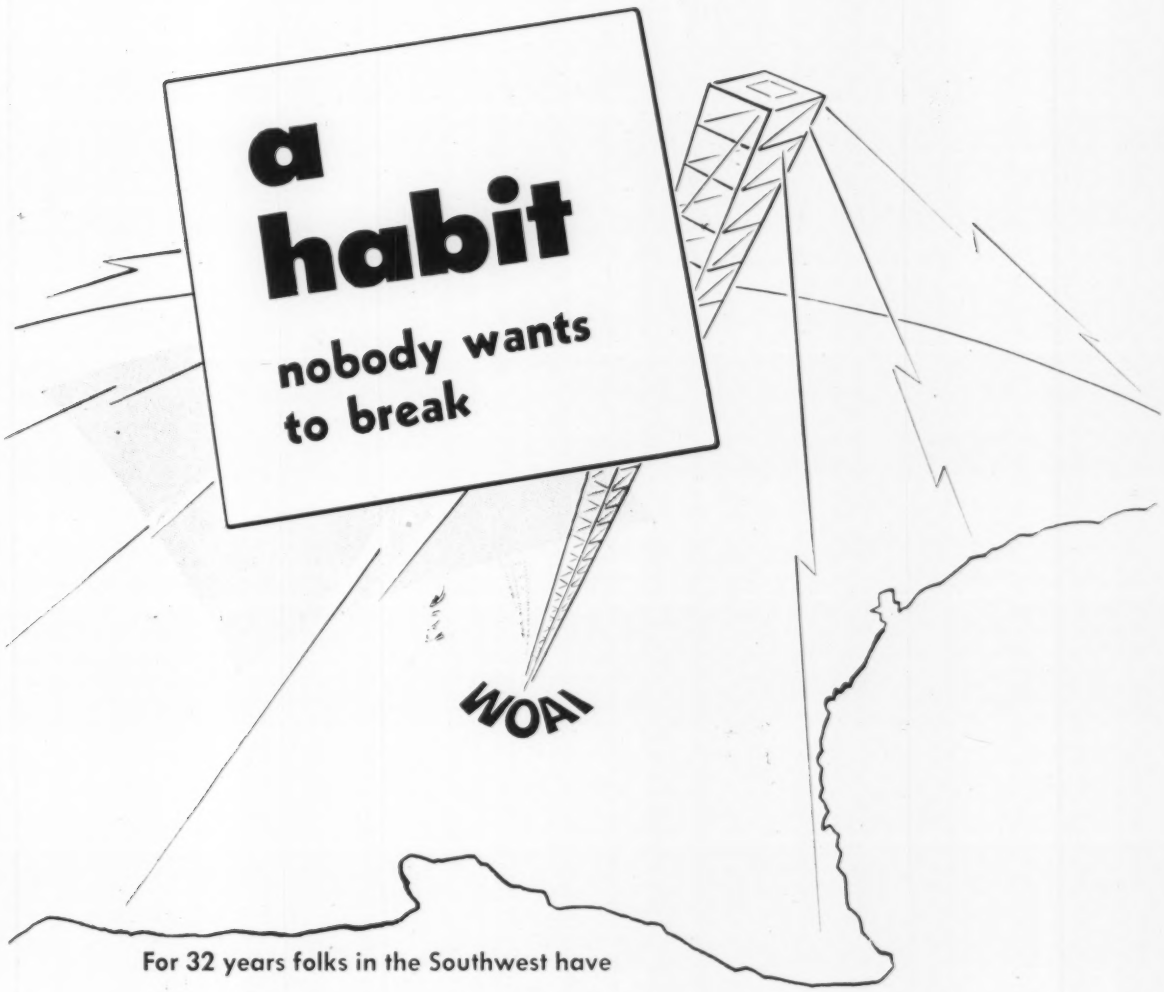
Schick Inc. is handled by Kudner Agency and Carter Products by SSC&B.

KAUFMAN AGENCY NAMES ASSOCIATES

HENRY J. KAUFMAN & ASSOC., Washington, D. C., agency, in a reorganization of the firm has made four long-time staff members associates in the agency, Henry J. Kaufman said last week.

They are Eugene T. Hoover Jr., art director; Theodore D. Mandelstam, copy chief; Robert S. Maurer, TV director, and Alfred H. Edelson, client service director. Other associates of Mr. Kaufman are Jeffrey A. Abel, radio director, and William F. Sigmund, creative director.

Mr. Hoover has been with the agency since 1934 except for a short time with *Esquire* magazine and a term in the Army during World War II. Mr. Mandelstam has served since 1940, also except for a term in the Air Force during the war. Mr. Maurer also joined the agency in 1940, left for Army service and rejoined in 1946. Mr. Edelson joined the Washington agency in 1947.



For 32 years folks in the Southwest have made a habit of listening to WOAI. They've depended on WOAI for accurate news, the best in entertainment, and for what and where to buy things. It's an old habit—a good habit.

THE MOST **POWERFUL** ADVERTISING **INFLUENCE** IN THE SOUTHWEST!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

R&R GETS SUNOCO ACCOUNT, SEPT. 1

WITH its appointment last week to handle the Sun Oil Co. $3 million account, Ruthrauff & Ryan, New York, has lined up approximately $10 million in annual billing in the past several months.

Sun Oil Co. (Blue Sunoco gasoline and Sunoco motor oils), whose appointment of R & R becomes effective Sept. 1, will continue to use radio and television spot campaigns. Oddly enough, the account had been handled by Hewitt, Ogilvy, Benson & Mather, the agency to which R & R lost its lucrative Rinso account last year.

Sun Oil also may be in the market for a network television show next fall, it was learned.

Among the accounts recently gained by R & R, totalling about $7 million in billing, are: Glamorene, Bosco, Tintair, Angastoria Wupperman, National Guard, Ground Observer Corps, Amana Refrigerator Corp., Boverian Brewing, Plastic Dishes, American Breeders Assn., Erickson Bros., Fern Food Inc., *Houston Post*, K & B Packing Co., Minnesota Consolidated Canneries, Northern Life Insurance, Jacob Rees Bottling, Cameo Inc., (Cushion-Grip) Monroe Auto Equipment, Pur-A-Dyne and the Wax Paper Institution.

GF Realigns Responsibilities, Sets Up Staff Groups

DESIGNATION of Wayne Marks, vice president and controller of the General Foods Corp., as a staff group officer was announced last week by Executive Vice President Charles Mortimer Jr. as part of several changes in management responsibilities.

Mr. Marks will be one of two staff group vice presidents and will have reporting to him the sales division and the corporate functions of advertising and merchandising, purchasing, traffic and organization, and administrative planning. The other staff group officer is William M. Robbins, who has reporting to him the offices of the controller, treasurer, secretary, and general counsel, manufacturing, engineering, personnel administration and public relations.

Abel's Duties

Mr. Mortimer added that Edwin V. Abel, currently director of advertising, will take on the duties and title of director of merchandising. Regrouping of responsibilities was attributed in part to the retirement of Clarence Eldridge, vice president in charge of marketing, who will continue to counsel the company on marketing affairs.

More Firms Sign for 'Moore'

FIVE new sponsors signed last week for quarter-hour participations in CBS-TV's Monday-through-Friday *Garry Moore Show*, combining with five others already signed to make a complete sell out of the show for fall (Mon.-Fri., 1:30-2 p.m.).

The newly-signed sponsors: Swift & Co., for the Thursday, 1:30-45 p.m. portions; Hoover Co., Monday, 1:45-2 p.m.; Cat's Paw Rubber Co., Tuesday, 1:45-2 p.m.; Best Foods, Wednesday, 1:45-2 p.m.; and Borg Warner Corp., Thursday, 1:45-2 p.m. Other fall sponsors, previously announced, are C. H. Masland & Sons, Ballard & Ballard Div. of Pillsbury Mills, Purex Corp., Converted Rice, and Kellogg Co.

WHEN it was found that Dukey, a boxer dog who belongs to a WPTR Albany, N. Y., disc jockey, answered a dog which barked in a transcribed commercial on the station by Gaines Dog Food with a bark of his own, the boxer was given a job at WPTR. Listeners quickly requested photos of Dukey at work. Now they get the photo—for the labels from two cans of Gaines Dog Food.

NEW BUSINESS

Spot

Circus Foods Inc., S. F. (packaged nuts), which sponsors five times weekly quarter-hour *Nutsy the Clown* on KNBH (TV) Hollywood, this fall, plans to expand coverage to include stations in San Francisco, Portland, Seattle, Denver, Salt Lake City and Honolulu. Agency: BBDO, S. F.

Network

Garden Research Labs, N. Y. (RX-15 product) sponsored one-time-only presentation of *The Miracle Garden* over ABC-TV, Fri., 9:30-9:45 p.m. EDT. Agency: Huber Hoge & Sons, N. Y.

Shwayder Bros. Inc., N. Y. (Samsonite luggage and Samson folding chairs), effective Sept. 5, will sponsor ten-minute segment of *Show of Shows* Saturdays on NBC-TV. Show will be televised in approximately 58 markets. Agency: Grey Adv., N. Y.

Ludens Inc., Reading, Pa., renews sponsorship of Fri., 5:30-5:45 p.m. EDT portion of *Howdy Doody*, NBC-TV, Mon.-Fri., 5:30-6 p.m. EDT, for 52 weeks, starting Sept. 11, and **Standard Brands,** N. Y., Thurs., 5:45-6 p.m. EDT segment of same show for 13 weeks, Sept. 17. Agency for Ludens is J. M. Mathes Inc. and for Standard Brands, Ted Bates & Co.

Liggett & Myers Tobacco Co., N. Y. (Chesterfield Cigarettes), has renewed *Les Griffith and the News* over ABC Radio, Mon.-Fri., 7:55-8 p.m. EDT. Agency: Cunningham & Walsh, N. Y.

Furniture Guild Stores, Chicago, appoints Schram Co. Adv., same city, to handle promotional program. Radio and television will be used.

Peoples Pontiac Inc. of Chicago appoints Roberts, MacAvinche & Senne, same city, to handle all radio and TV advertising.

Gillette Co., Boston, for fourth consecutive year will sponsor telecast of All-Star Baseball Game on NBC-TV, July 14. Agency: Maxon Inc.

Gillette Safety Razor Co., Boston, will sponsor *Gillette Sports Newsreel* over NBC-TV, 10-10:30 p.m. EDT, starting Fri. and extending through Sept. 4. Company also will sponsor telecast of *All-Star Baseball Game*, for fourth consecutive year, on NBC-TV, July 14.

Miles Labs, Elkhart, Ind., renews sponsorship of *Curt Massey Time* over Mutual, Mon.-Fri., 12 noon-12:15 p.m., EDT, starting today (Mon.). Agency: Geoffrey Wade Adv., Chicago.

American Hair & Felt Co. (carpet cushioning) buys one participation per week, for 13 weeks starting Sept. 29, and **Consolidated Cosmetics,** 10 participations, from June 29 to July 30, on NBC-TV's *Today*. Agency for American Hair & Felt is Grant Adv. Inc., for Consolidated, BBDO.

Agency Appointment

BarberEtte Co., N. Y., appoints Smith, Hagel & Snyder, N. Y., as advertising agency for its home hair trimmer. Spot radio and television will be used throughout country.

John Andre, N. Y. (drug products), appoints Duane Jones Agency, N. Y.

Florida State Adv. Commission appoints Newman, Lynde & Assoc. Inc., Jacksonville, Fla. **Hunter Lynde,** president of agency, is account executive.

Farrington Mfg. Co. names Harold Cabot & Co., Boston, as advertising counsel for Consumer Products Div. (jewel cases), effective July 1.

Bu Tay Products Ltd. (Raindrops water softener) appoints Dan B. Miner Co., L. A. **Hassel Smith** is account executive.

Serta Assoc. Inc. (mattresses), **Kroll Bros. Co.,** Chicago (juvenile furniture), and **Chicago Spring Products Co.** (spring units) name Bozell & Jacobs Inc., Chicago. **Al D. Reiwitch,** vice president in Chicago office, is account director for all three accounts.

Colby Steel & Manufacturing Inc., Seattle designers and builders of materials handling equipment for marine and shore installations, names West-Marquis Inc., Seattle. **Peter Hemp** is account executive.

American Religious Television Assn., TV Devotions, Service Master, Good News Productions, Convac Corp., Lee Products Corp., Short Wave Radio in Tangier, Wade Wenger & Assoc. appoint Jaeger & Jessen, Chicago.

Washington State Ferries appoints Botsford, Constantine & Gardner, Seattle. **Reinhart Knudsen** is account executive. Radio will be used.

Crosby Golf Master Sales, L. A. (measuring device for golf hits), appoints Frank Bull & Co., that city. Radio and TV will be used. **Rudy Perkal** is account executive.

Excelsior Quick Frosted Meat Products Inc., N. Y., appoints Paris & Peart, that city. **Donald C. Porteous** is account executive. Radio and TV will be used.

Munson G. Shaw Co., N. Y. (wine importer), appoints Robert W. Orr & Assoc., that city. National and local media will be used.

Shorts

Botsford, Constantine & Gardner, Seattle, has moved to 1400 Tower Bldg. Phone number remains ELliott 3523.

Abbott Kimball Co. moves to 405 Montgomery St., S. F. Telephone remains EXbrook 2-6275.

KONA

Channel 11 Honolulu, Hawaii

on the air June 24, 1953 as the most powerful television station in the Islands . . .

joins the distinguished TV stations nationally represented by . . .

NBC SPOT SALES

30 Rockefeller Plaza, New York 20, N.Y.

Chicago Cleveland Washington
*San Francisco Los Angeles Charlotte**
Atlanta *Bomar Lowrance Associates*

representing
TELEVISION STATIONS:

WNBT	*New York*
WNBQ	*Chicago*
KNBH	*Los Angeles*
WPTZ	*Philadelphia*
WBZ-TV	*Boston*
WNBW	*Washington*
WNBK	*Cleveland*
KSD-TV	*St. Louis*
KPTV	*Portland, Ore.*
WRGB	*Schenectady-Albany-Troy*
KONA	*Honolulu*

CONSOLIDATED TV FILMS MAINTAINS CONTROL OF FAIRBANKS-NBC SERIES

CTS will make regular payments to NBC for films originally made by Jerry Fairbanks, and which the producer was buying back from the network. NBC claimed Mr. Fairbanks had failed to keep up payments.

CONTROL of TV films made by Jerry Fairbanks Inc. for NBC-TV, which the producer was buying back from the network prior to its recent foreclosure proceedings, will remain in the hands of Consolidated Television Sales for distribution.

Mr. Fairbanks bought the TV films back from NBC, which later sued him claiming he hadn't kept up the agreed payments. Under the new agreement, CTS takes over those obligations, making regular payments to NBC on the previously agreed guarantees from TV sales of the properties.

Film series involved are *Public Prosecutor, Paradise Island, Jackson and Jill, Going Places With Uncle George* and *Ringside With the Wrestlers.*

In a recent re-organization, Mr. Fairbanks split his operations into two divisions, with all TV distribution going through Consolidated Television Sales and production coming under Jerry Fairbanks Productions of California, of which he is sole owner.

Unity Television Promotes Len Firestone

PROMOTION of Len Firestone from eastern division sales manager to the newly created post of national sales manager of Unity Television Corp. was announced Wednesday by Arche Mayers, president of Unity.

Mr. Firestone's appointment was described as a step taken by Unity "to keep apace with the increase of business" resulting from the new "Plus 80" package which was acquired recently by the firm. Mr. Mayers said Mr. Firestone will leave shortly on an extended business trip to launch the "Plus 80" package and to inspect sites for new Unity branch offices in key sections of the country.

Mr. Firestone, who has been with Unity for several years, attended Duquesne U. A veteran of World War II, he worked after the war with a Pittsburgh radio station and for several advertising agencies.

Kling Buys Chicago Property

KLING Studios Inc., Chicago and Hollywood, will acquire film studio property in Chicago at 1100 W. Washington Blvd. about Aug. 1 and spend $150,000 equipping it, according to Fred Niles, vice president of Kling's motion picture-TV division. The property offers 85,000 sq. ft. of floor space. Earlier this month Kling bought a tract of land in Hollywood, where it will build a new film center.

Mr. Niles

Sterling Films Contest

TO PROMOTE new talent, Sterling Films, New York, announced last week it will launch a new contest in late August among amateur and college film clubs experimenting in TV films. The winning club will be presented with a "best of the year" trophy and outstanding films will be distributed by Sterling on a royalty basis. Sterling currently is conducting a contest to find a name for its new group of three-minute magazine films for TV.

Peerless, Arrow Productions Consolidate Film Activities

CONSOLIDATION of Peerless Television Productions, New York, with Arrow Productions Inc., New York, was announced last week by Arthur Sachson, Arrow vice president and general sales manager.

The new set-up will provide a New York sales home office and four regional representatives for nation-wide distribution. Arrow will take over distribution of the 27 Peerless feature film packages and also plans to produce and distribute *The Count of Monte Cristo* and *The Leather Pushers* series for television.

New 'Cop' Sales Reported

SALES of *The Cop* (formerly *Dragnet*) in 12 markets were reported last week by John B. Cron, national sales manager of the NBC Film Div., which is syndicating the property. He said it has been sold to the Crosley TV circuit and to KTTV (TV) Los Angeles, the West Pacific advertising agency for the Seattle and Spokane markets; KFEL-TV Denver, and WWJ-TV Detroit. Mr. Cron also said *Victory at Sea,* which has been sold in 41 markets, was to have started a first run in the Pittsburgh market yesterday (Sunday), sponsored by Ford Motor Co.

Film Sales

Genessee Brewing Co., Rochester, N. Y., has completed negotiations with **Arrow Productions,** Hollywood, to sponsor *Ramar of the Jungle* film series on seven N. Y. stations, bringing the number of markets in which the show is telecast to 41. Stations include WHAM-TV Rochester, WRGB (TV) Schenectady, WBEN-TV Buffalo, WNBF-TV Binghampton, WTVE (TV) Elmira and WKTV (TV) Utica. Agency: **Rogers & Porter,** Rochester. **Quaker City Chocolate Co.,** Philadelphia, plans a fall start for series in that city, Boston and New York. Agency: **Adrian Bauer Adv. Agency Inc.,** Philadelphia.

Production gets underway this month on the final group of films in the series. Plans are being readied for a TV version of *Count of Monte Cristo* to roll in early 1954.

•

RCA Recorded Program Services last week reported the sales of its 15-minute *Foy Willing & the Riders of the Purple Sage* TV series to WTTV (TV) Bloomington, WNCT-TV Greenville, WDAY-TV Fargo, WFTV (TV) Duluth and WTVR-TV Richmond.

•

Filmcraft Productions, Hollywood, has been signed by **NBC-TV** to film 39 half-hours in *You Bet Your Life* for fourth consecutive year. Sponsored by **DeSoto-Plymouth,** through **BBDO,** New York, the show is packaged and produced by **John Guedel Productions.** Shooting starts August 19 on 144th program.

•

Academy Films Inc., Chicago, has completed a series of TV spots in color and three dimensions for use by **Holsum Bread,** an organization comprising individual bread firms. In a story appearing in the June 22 issue of B•T, the parent firm was incorrectly identified as Atlanta Baking Co., which makes Holsum buns. The announcements were projected at a general managers conference of the **W. E. Long Co.** in Chicago June 22-25. Atlanta Baking Co. is not a client of the Long agency.

•

Jerry Fairbanks Productions, Hollywood, has been set to film a half-hour program in color for **Chrysler Corp.,** Detroit, promoting the 1954 Chryslers. Budgeted at $100,000, the film will be released to TV in August.

•

Necchi Sewing Machine Co., Los Angeles, started weekly the half-hour *Heart of the City* on KTTV (TV) Hollywood, for 13 weeks from June 23. The film series, produced by **Gross-Krasne Inc.,** Hollywood, is second run of *Big Town.* Agency: **Factor-Breyer Inc.,** Los Angeles.

•

KTTV (TV) Hollywood has acquired 184 cartoons from **Commonwealth Television,** New York, for showing on *Sheriff John, Cartoon Time* and *Lunch Brigade* programs. Films are based on "Aesop's Fables." Negotiations were concluded by **Dale Sheets,** station film editor, and **Mort Sackett,** Commonwealth president.

Availabilities

Jack Russell & Assoc., Chicago, talent counselling office, announces it has received franchise from Combined Television Pictures Inc., which includes 14 full-length Alexander Korda pictures and 39 half-hour Dick Tracy series. Firm also has 40 three-to-five minute musical program fillers available.

Distribution

Louis Weiss and Co., Los Angeles, acquires western states and Hawaiian TV distribution rights to *Jim & Judy in Tele-Land* series of 39 five-minute episodes from **Television Screen Productions,** New York.

Production

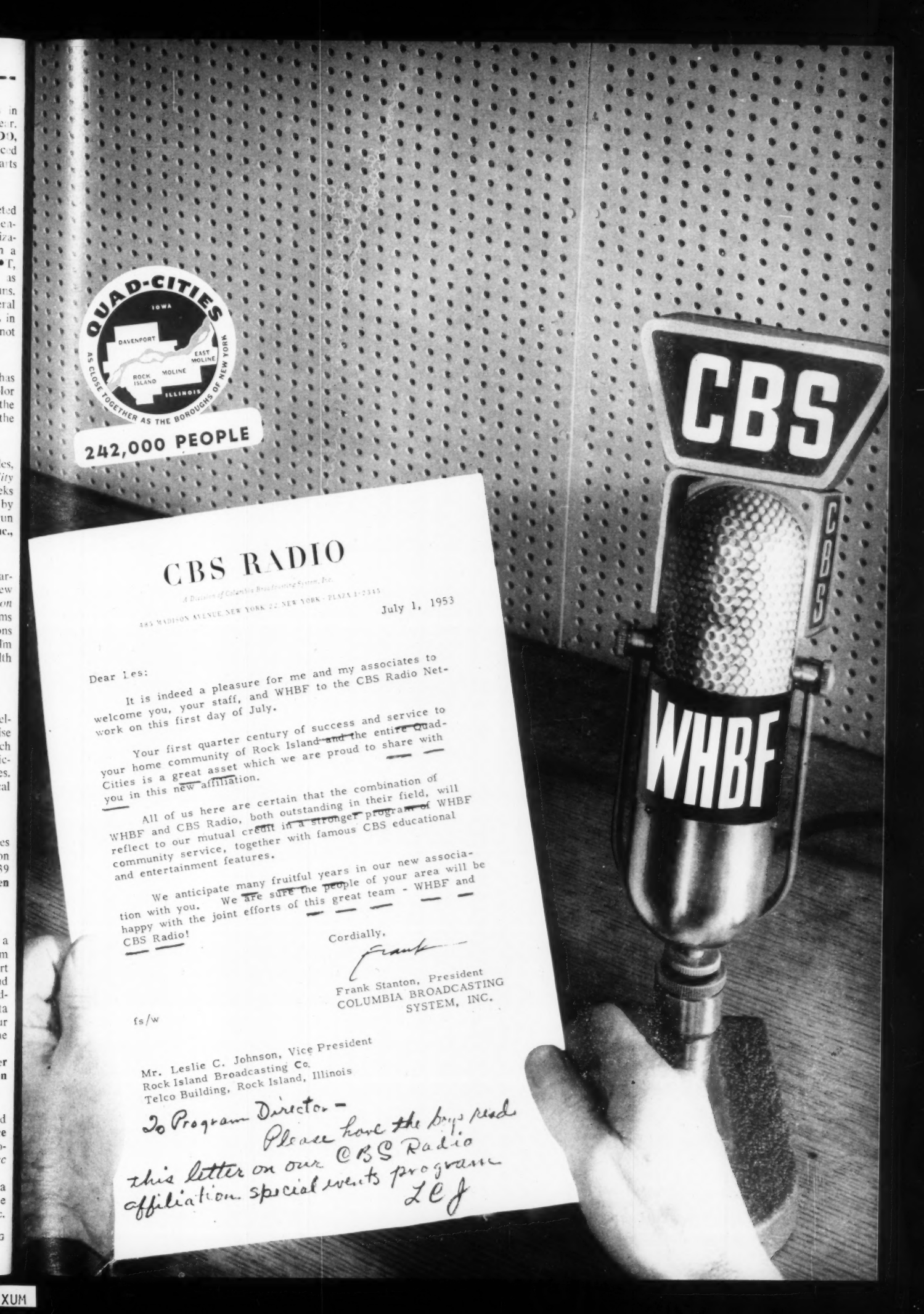
Fearless Fagan Productions is the name of a new Hollywood television production firm formed by **Frank Woods,** formerly of Lippert Pictures; **Floyd Humeston,** animal trainer, and Attorney **Francis Schwartz.** Firm, headquartered at Eagle-Lion Studios (7324 Santa Monica Blvd.), will produce a half-hour series based on **Fagan,** the lion used in the M-G-M trademark.

Tentative production unit includes **Elmer Williams,** director, with **Les White** and **John Rapp,** writers.

•

Greene-Hart Productions has been formed with freelance Hollywood disc m.c. **Maurice Hart** and TV producer **Mort Greene** to produce a 52 half-hour TV film series, *A Disc is Born.*

Format of the show revolves around a recording session of musical personalities, the film to be released with or after the disc.



CBS RADIO

A Division of Columbia Broadcasting System, Inc.

485 MADISON AVENUE, NEW YORK 22, NEW YORK · PLAZA 1-2345

July 1, 1953

Dear Les:

It is indeed a pleasure for me and my associates to welcome you, your staff, and WHBF to the CBS Radio Network on this first day of July.

Your first quarter century of success and service to your home community of Rock Island and the entire Quad-Cities is a great asset which we are proud to share with you in this new affiliation.

All of us here are certain that the combination of WHBF and CBS Radio, both outstanding in their field, will reflect to our mutual credit in a stronger program of community service, together with famous CBS educational and entertainment features.

We anticipate many fruitful years in our new association with you. We are sure the people of your area will be happy with the joint efforts of this great team - WHBF and CBS Radio!

Cordially,

Frank Stanton, President
COLUMBIA BROADCASTING
SYSTEM, INC.

fs/w

Mr. Leslie C. Johnson, Vice President
Rock Island Broadcasting Co.
Telco Building, Rock Island, Illinois

To Program Director -
Please have the boys read this letter on our CBS Radio affiliation special events program
LCJ

Greene-Hart Productions will go "on location" to various recording studios to shoot each film.

•

Rossmore Productions Inc. is the name of a Hollywood company formed to produce theatrical, industrial, educational and TV films. Officers of the firm are **Sidney R. Ross, Roby Rosenberg** and **John E. Pommer,** with **Paul Schreibman** as legal counsel and business manager. Mr. Ross was associate producer with Alfred E. Green, Mr. Rosenberg was with various major studios for 30 years, Mr. Pommer is the son of European producer-director Eric Pommer and Mr. Schreibman operates the Las Palmas Theatre, Hollywood.

•

Ely Landau Inc., New York, TV film package company, has signed **Nancy Coleman, Kent Smith, Colette Lyons, William Prince, Marshall Thompson** and **Richard Carlyle** for leading roles in episodes of its TV series, *The Passerby*.

•

Volcano Productions, Hollywood, no longer filming ABC-TV's *Adventures of Ozzie and Harriet*, is going into production of own packages. Summer shooting in 35 mm Eastman color is scheduled for *Ricochet*, "adult" Western non-episodic half-hour series, featuring top Hollywood actors and directors. **Blake Edwards** is writer. *Soldier of Fortune*, half-hour episodic film series, is being developed by writer **Joel Murcott** for fall filming. In negotiation stage is a half-hour comedy series to star **Jack Haley,** which goes into production this summer.

With the signing of **James Bank,** eastern insurance executive and theatre chain owner, as vice-president, the firm plans expansion of facilities to produce six one-reel puppet films yearly in "Adventures of Sam Spade" series for theatrical release. Programs, to be filmed in Stereo-Cine process, will be released to TV after advent of 3-D video.

•

Ozzie Nelson, writer-director-co-star of ABC-TV's *Adventures of Ozzie and Harriet*, is reportedly forming his own company to film future programs in the series. **Leo Pepin** will act as production supervisor for ABC-TV. Production starts August 1 at General Service Studios, Hollywood.

Random Shots

ABC-TV Western Division claims perfection of a kinescope process which gives "the quality of a live telecast." Basic differences of the new system from the old is in use of 35 mm film and special cameras manufactured by **Producers Sales Corp.,** Burbank, according to **Phil Caldwell,** ABC-TV west coast director of engineering. **Cameron Pierce,** west coast director of TV engineering, and **Fred Albin,** head of west coast kinescoping, have worked on the process with him for over a year.

The system, described as a "modified form of live camera" by Mr. Pierce, is in use on all network shows originating from the West Coast.

•

Allied Artists has started a TV trailer spot promotion campaign in five major cities to publicize its new 3-D feature, "The Maze." Show opened June 26 in Salt Lake City and July 2 in Los Angeles and Minneapolis. It will open July 17 in St. Louis and before July 23 in Toledo. Account in each instance is handled by a local advertising agency. Los Angeles agency: Stodel Advertising Co.

•

Precision Film Labs, New York, is releasing a new booklet on 16 and 35 mm film processing. The booklet, printed in color, simulates a tour through the Precision plant. **Russell Holslag,** manager of the company, said copies of the booklet are available free of charge. Requests on company letterhead should be addressed to the firm at 21 West 46th St., New York 36, he said.

•

M. Bernard (Ben) Fox has been elected vice president of **Roland Reed Productions Inc.,** Beverley Hills, Calif. He affiliated with the Reed company two months ago for the production and sale of two TV series he created, *Waterfront* and *Men of Justice*. Mr. Fox formerly was assistant manager of programming and production for the DuMont TV Network, its WABD (TV) New York. He left DuMont to form his own company, Fox Television Productions, which he maintains for the creation and development of original TV programs.

•

Bill Vidas has joined **Jack Russell & Assoc.,** Chicago, as head of the firm's new film syndicate department.

•

William Beaudine Jr., assistant director for William F. Broidy Productions, Hollywood, on *Wild Bill Hickok* TV film series, father of a son, June 23.

•

United World Films, Inc., TV subsidiary of Universal-International, has completed a film series of 47 **Coca-Cola** spot commercials for use on *Kit Carson Show*. **D'Arcy Agency** and UWF vice president **Norman Gluck** negotiated the deal.

•

Health Information Foundation, New York, announced last week that WWLP (TV) Springfield, Mass., is the 100th television station to schedule *Anywhere, USA*, a weekly series of six TV film programs produced by HIF. It dramatizes every-day episodes showing Americans in their progress toward better health.

•

Youngsters viewing the *Superman* TV film series these days are receiving not only blood-and-thunder but also advice on good health habits and hints on safety. **National Comics Publications Inc.,** producer of the programs, said last week that *Superman's* lectures to youngsters are included at the end of each show and pointed out that "this formula has worked wonders in the comic magazines where *Superman* has a very definite force in promoting many worthwhile causes."

Byron Inc. Distributes Atomic Test Film

PRINTS of the new Federal Civil Defense Administration's 16 mm, black-and-white, 10-minute film, "Operation Doorstep,' are being distributed to TV stations throughout the country, FCDA has anounced. The film is of the March 17 test at Yucca Flat, Nev., where two frame houses, home shelters and automobiles were exposed to an atomic blast, the agency said. The motion picture was produced by Byron Inc. and can be obtained from the firm, located at 1226 Wisconsin Ave., N.W., Washington, D. C., for $27 each.

'Lux Radio Theatre' Tops May 17-23 Nielsen AM Rating

ONE-TWO-THREE in top evening radio programs for May 17-23, as reported by A. C. Nielsen Co., were *Lux Radio Theatre, People Are Funny*, and *Charlie McCarthy Show. Our Gal, Sunday* headed the daytime list. The complete ratings:

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
REGULAR WEEK MAY 17-23, 1953
NIELSEN-RATING

Rank	Program	Homes Reached (000)
Evening, Once-a-week	**(Average for All Programs)**	**(2,059)**
1	Lux Radio Theatre (CBS)	4,565
2	People Are Funny (CBS)	3,625
3	Charlie McCarthy Show (CBS)	3,625
4	Jack Benny (CBS)	3,580
5	Yours Truly, Johnny Dollar (CBS)	3,446
6	You Bet Your Life (NBC)	3,267
7	Big Story (NBC)	3,178
8	Great Gildersleeve (NBC)	3,178
9	Arthur Godfrey's Scouts (CBS)	3,178
10	Amos 'n' Andy (NBC)	3,178
Evening, Multi-Weekly	**(Average for All Programs)**	**(1,119)**
1	News of the World (NBC)	2,148
2	One Man's Family (NBC)	2,059
3	Lone Ranger (ABC)	1,835
Weekday	**(Average for All Programs)**	**(1,522)**
1	Our Gal, Sunday (CBS)	2,775
2	Romace of Helen Trent (CBS)	2,775
3	Arthur Godfrey (Liggett & Myers) (CBS)	2,685
4	Arthur Godfrey (Nabisco) (CBS)	2,596
5	Arthur Godfrey (Toni) (CBS)	2,596
6	Guiding Light (CBS)	2,551
7	Ma Perkins (CBS)	2,506
8	Perry Mason (CBS)	2,417
9	Arthur Godfrey (Pillsbury) (CBS)	2,372
10	Road of Life (CBS)	2,372
Day, Sunday	**(Average for All Programs)**	**(806)**
1	True Detective Mystries (MBS)	1,566
2	Shadow, The (MBS)	1,477
3	World Music Festivals (CBS)	1,208
Day, Saturday	**(Average for All Programs)**	**(1,343)**
1	Theatre of Today (CBS)	2,641
2	Stars Over Hollywood (CBS)	2,596
3	Fun for All (CBS)	2,014

Copyright 1953 by A. C. Nielsen Company

'Lucy' Makes It A Year As Leading TV Program

AMERICAN Research Bureau rates *I Love Lucy* as the top TV program for June 1-7 and reports the program has been the nation's top TV show for 12 months. The ARB June 1-7 figures, by ratings and total viewers reached:

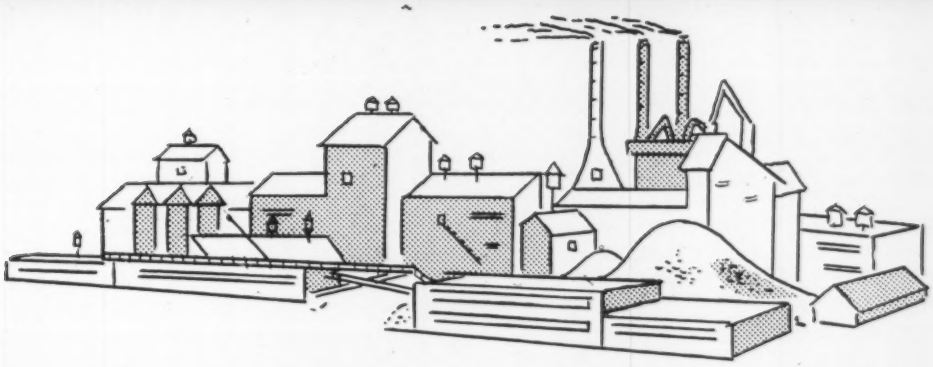
	Program	Network	Ratings
1	I Love Lucy	CBS	70.6
2	Dragnet	NBC	52.1
3	You Bet Your Life	NBC	49.3
4	Talent Scouts	CBS	47.3
5	Godfrey and Friends	CBS	47.1
6	What's My Line?	CBS	45.7
7	Comedy Hour—E. Cantor	NBC	42.4
8	Our Miss Brooks	CBS	41.3
9	Jackie Gleason	CBS	37.6
10	Red Buttons	CBS	37.3

	Program	Network	Viewers (000's)
1	I Love Lucy	CBS	50,100
2	Comedy Hour—E. Cantor	NBC	37,240
3	Godfrey and Friends	CBS	31,890
4	You Bet Your Life	NBC	31,510
5	Dragnet	NBC	30,100
6	Red Buttons	CBS	27,300
7	Talnt Scouts	CBS	25,870
8	Television Playhouse	NBC	24,110
9	What's My Line?	CBS	23,830
10	Your Hit Parade	NBC	28,370

Two to ARF Ratings Study

ROBERT M. HOFFMAN, director of research, WOR New York, and Charles H. Smith, research director, WCCO Minneapolis, have been added to the main Advertising Research Foundation committee in charge of the Radio-TV Rating Methods Study. Donald Coyle, ABC research manager and consultant, has replaced Oliver Treyz, director of research and sales development, as ABC representative on the committee.

In Pittsburgh...



EVENING IS EVEN BETTER

Yes, evening radio time is even better than early morning, a period which is obviously a great buy considering number of listeners per set, audience turnover and family-type audience.

A study* of the three-hour periods 6:00–9:00 P.M. versus 6:00–9:00 A.M. Monday through Friday reveals this eye-opening comparison:

29% higher average ratings on WWSW in the evening.

51% more homes using radio in the evening.

17.5% more listeners per set in the evening.

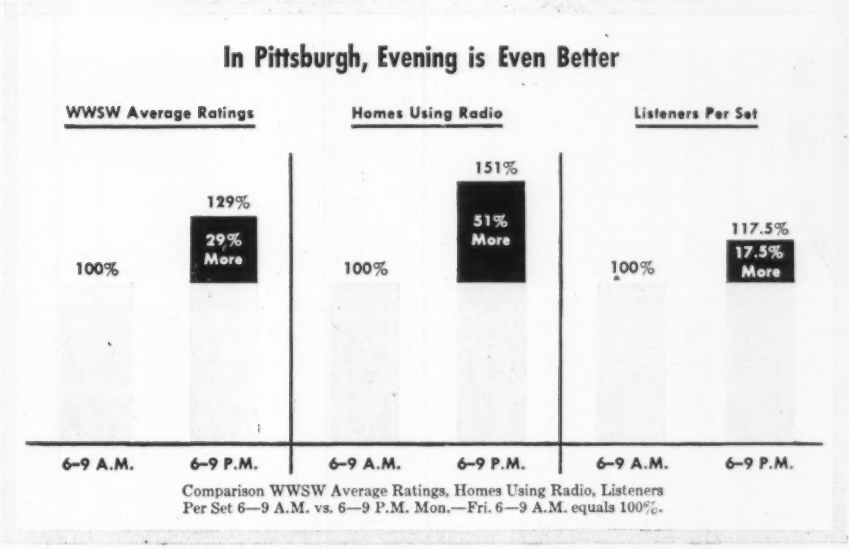
And remember, this kind of evening listening exists in spite of thorough television penetration in the Pittsburgh area!

Such percentages are equally true of many other radio markets throughout the country . . . including mature television markets . . . where evening radio gives you a far greater audience than early morning, and the cost per thousand comparison is extremely attractive.

These facts more than warrant a closer look into nighttime radio by advertisers and their agencies. We say it's today's biggest bargain, and we can prove it in markets coast to coast.

For the whole story, phone your John Blair man *today!*

particularly on WWSW, Pittsburgh's Leading Independent Station



Comparison WWSW Average Ratings, Homes Using Radio, Listeners Per Set 6—9 A.M. vs. 6—9 P.M. Mon.—Fri. 6—9 A.M. equals 100%.

*Source: Pulse of Pittsburgh, March-April 1953

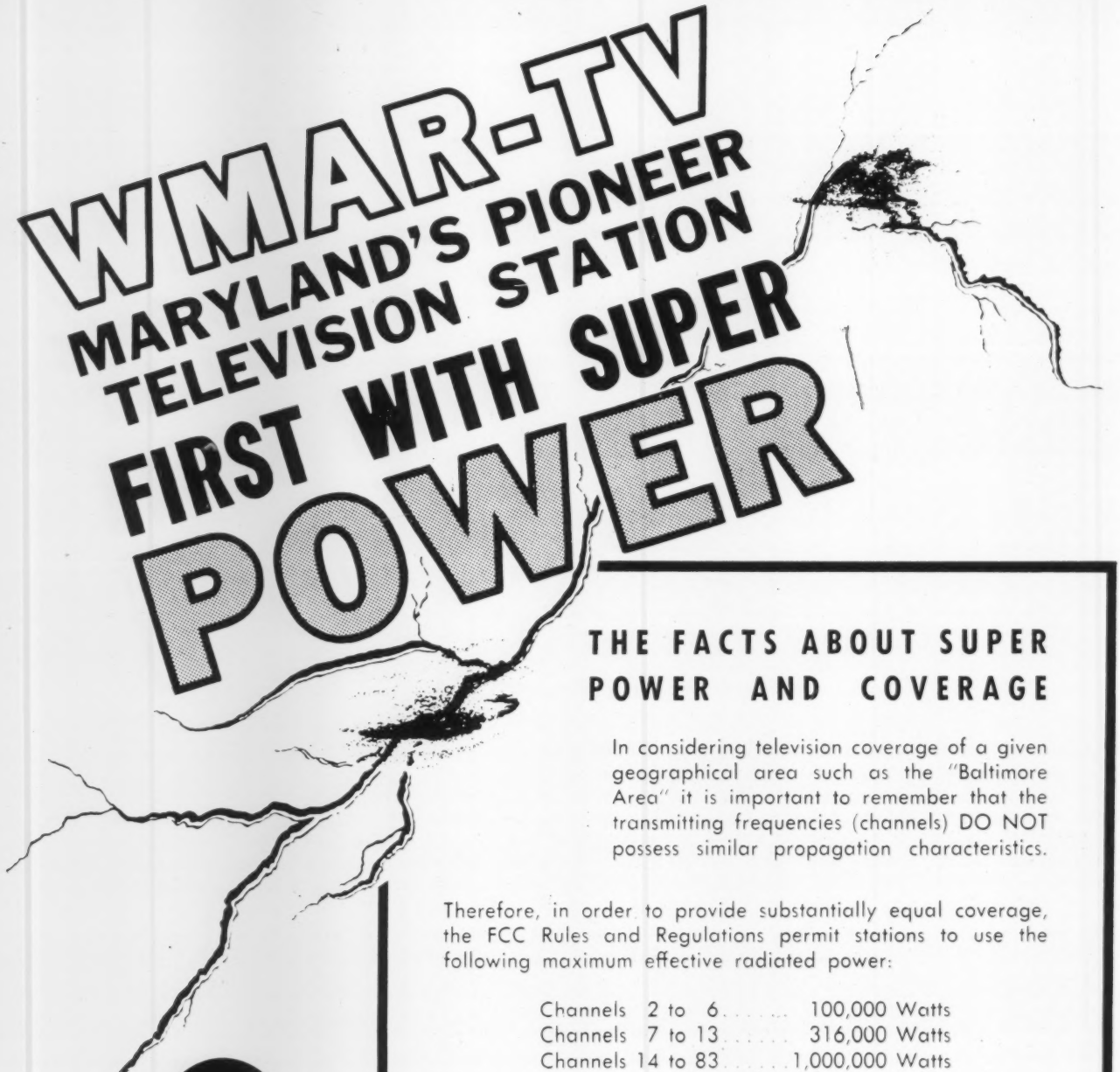
This is one in a continuing John Blair & Company series of advertisements based on regular syndicated audience measurement reports. To achieve a uniform basis of measurement, the stations chosen for this series are all John-Blair represented outlets . . . all in major markets, all in mature television markets.

JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

WMAR-TV
MARYLAND'S PIONEER TELEVISION STATION
FIRST WITH SUPER POWER



THE FACTS ABOUT SUPER POWER AND COVERAGE

In considering television coverage of a given geographical area such as the "Baltimore Area" it is important to remember that the transmitting frequencies (channels) DO NOT possess similar propagation characteristics.

Therefore, in order to provide substantially equal coverage, the FCC Rules and Regulations permit stations to use the following maximum effective radiated power:

Channels 2 to 6	100,000 Watts
Channels 7 to 13	316,000 Watts
Channels 14 to 83	1,000,000 Watts

WITHIN THE NEXT TWO WEEKS, WMAR-TV WILL BE THE FIRST STATION IN MARYLAND TO USE THE MAXIMUM POWER AUTHORIZED BY LAW—

100,000 WATTS

IN MARYLAND MOST PEOPLE WATCH
WMAR-TV CHANNEL 2

SUNPAPERS TELEVISION ★ BALTIMORE, MARYLAND

Represented by THE KATZ AGENCY, INC. *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

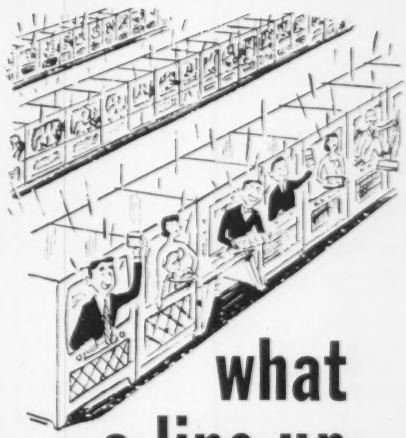
TELESTATUS®

Weekly TV Set Summary—July 6, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	23,000
Montgomery	WCOV-TV	.....	8,600
ARIZONA			
Phoenix	KPHO-TV, KTYL-TV	67,400	.....
Tucson	KOPO-TV	.....	.....
ARKANSAS			
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	22,070	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV	20,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	68,674
New Haven	WNHC-TV	354,000	.....
DELAWARE			
Wilmington	WDEL-TV	139,168	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	118,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
ILLINOIS			
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	.....
Peoria	WEEK-TV	.....	41,125
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	203,000	.....
INDIANA			
Bloomington	WTTV	230,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	.....
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	37,794
IOWA			
Ames	WOI-TV	131,964	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	47,208	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	18,685	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Holyoke	WHYN-TV	.....	40,000
Springfield	WWLP	.....	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	27,300	.....
Tijuana (San Diego, Calif.)	XETV	208,175	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Kalamazoo	WKZO-TV	299,500	.....
Lansing	WJIM-TV	180,321	.....
Saginaw	WKNX-TV	.....	30,060
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	371,000	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	.....	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	298,633	.....
	KCTY	.....	.....
St. Louis	KSD-TV	502,000	.....
Springfield	KTTS-TV	21,991	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	57,478	.....
Omaha	KMTV, WOW-TV	187,342	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,510
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	.....	.....
NEW YORK			
Binghamton	WNBF-TV	104,300	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,000
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Rochester	WHAM-TV	184,000	.....
Schenectady	WRGB	271,500	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	413,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,097
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	6,000
OKLAHOMA			
Lawton	KSWO-TV	29,361	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	99,814
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	185,000	.....
Harrisburg	WHP-TV	.....	66,400
Johnstown	WJAC-TV	666,881	.....
Lancaster	WGAL-TV	224,961	.....
New Castle	WKST-TV	.....	35,573
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,258,062	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	84,748
Scranton	WGBI-TV	.....	45,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	54,676
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Columbia	WCOS-TV	.....	20,300
SOUTH DAKOTA			
Sioux Falls	KELO-TV	31,000	.....



what a line up..

342,000 STRONG!

WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 355,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency

1330 North Meridian Street • Indianapolis 2, Indiana
Affiliated with WEOA, Evansville; WFBM, Indianapolis; WFDF, Flint; WOOD and WOOD-TV, Grand Rapids

EVEN HANNIBAL WATCHES

WHEN

For information on what to buy and where to buy it, people in Hannibal watch WHEN and then shop the Syracuse Market.

Hannibal, N. Y., in the Syracuse shopping area, is only one community in the rich 26-county market covered exclusively by WHEN. This heart of the Empire State is made up of more than 2¼ million people with a high, stable buying income — all potential purchasers of your clients' products. You get complete and exclusive coverage of this important upstate New York market with its high spendability only over WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

WHEN TELEVISION SYRACUSE

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
TENNESSEE			
Memphis	WMCT	209,756	.....
Nashville	WSM-TV	117,450	.....
TEXAS			
Amarillo	KFDA-TV, KGNC-TV	26,077	.....
Austin	KTBC-TV	36,936	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	252,814	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	256,000	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Antonio	KEYL, WOAI-TV	146,581	.....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	116,000	.....
VIRGINIA			
Lynchburg	WLVA-TV	66,184	.....
Norfolk	WTAR-TV	173,729	.....
Richmond	WTVR	169,617	.....
Roanoke	WROV-TV	.....	19,026
	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	24,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Tacoma	KTNT-TV	266,900	.....
WISCONSIN			
Green Bay	WBAY-TV	43,999	.....
Milwaukee	WTMJ-TV	437,696	.....
WEST VIRGINIA			
Huntington	WSAZ-TV	200,432	.....

Total Stations on Air 190*
Total Cities with Stations on Air 133*
Total Sets in Use 24,292,136
* Includes XELD-TV Matamores and XETV Tijuana, Mexico, and educational station KUHT Houston.

ARF's New Report Issued

ADVERTISING Research Foundation has distributed to its subscribers "a short annotated bibliography of marketing and advertising research," grouping books, articles and pamphlets by the following subject classifications: Sampling; questionnaire construction; interviewing; editing, coding and tabulating; preparaton of reports general, and bibliographies. New 28-page volume supplements the statement of "criteria for marketing and advertising research" issued by ARF in April, of which more than 4,000 copies have been distributed, the Foundation reported.

Retail Clothiers on TV

NATIONAL ASSN. of Retail Clothiers & Furnishers has released data showing arrival of television in men's wear stores. Trading areas resulted in reduction in use of radio as an advertising medium by these retailers. Survey of 99 stores by association revealed TV has come into areas of 72, resulting in use of TV by 17. In TV areas, 38 stores used radio, reduction of 21 which previously had utilized medium. It was reported that in 27 communities without TV, 20 stores were using radio for advertising.

PROGRAM SERVICES

BMI, BAB CLINICS IN STRETCH WEEK

THE 1953 series of BMI and BAB clinics heads into its final week of activity with sessions scheduled this week in Minnesota, Montana, North Dakota, Virginia, West Virginia, and North Carolina.

In a preliminary analysis of its clinics held to date, BMI reported last week that attendance in larger areas has averaged approximately 111, and in smaller cities about 80. By Friday, when the clinics will end, BMI and BAB will have held some 43 sessions over a period of two and a half months in the U. S., with BMI running its total to 48 with five in Canada. (See BAB clinic story page 48).

A BMI clinic in Denver last Wednesday heard Joe Rohrer, manager of KRDO Colorado Springs, uphold the value of public service programming as a means of making friends for a radio station. He said that this friendship ultimately is translated into business for the station.

Ralph Snelgrove, president of CKBB Barrie, Ont., addressed sessions in Boise on Monday, Salt Lake City on Tuesday, and Denver on Wednesday on the need for stations to take leadership in times of emergency in the community. He said his station often is consulted by the police and the Red Cross before they take any steps during an emergency.

Importance of farm programming was stressed by Boyd Evans, farm director of WSGN Birmingham, before a clinic in that city last Monday. He suggested that broadcasters keep in mind that in Alabama farmers have a gross income of $421 million annually, which they are "going to spend for things that will raise their living standards." He said "farm radio programming can sell them and at the same time give a wonderful service to our rural people."

Keystone Adds Five

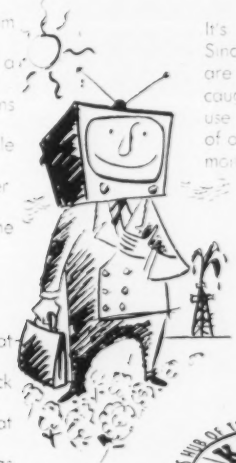
KEYSTONE Broadcasting System last Tuesday announced the addition of five new clients during June, bringing its list of affiliates to 669. New stations are: WFOB Fostoria, Ohio; WPFP Park Falls, Wis.; KRHD Duncan, Okla.; WRUM Rumford, Me., and WLEW Bad Axe, Mich.

THIS RADIOPHOTO shows Hugh Baillie (l), UP president, shaking hands with Joseph Laniel, new French premier, after interviewing the French leader in Paris June 28.

K"DUB"'s Treasure Island

DUB'S GOT YOUR CLAIM-CHANNELED 13

Notice how those highways radiate from Lubbock like spokes from the hub of a wheel? It's good flat country in all directions and 347,121 oil-cotton-rich plains people are tuned to Lubbock, their wholesale and cultural center. Retail Sales were in access of $442,235,000 last year. The buying income was $553,120,000!



It's an entertainment-hungry market. Since the large farms and communities are scattered over a large area, TV caught on quick. 28,760 sets were in use June 1st (at end of 1st six months of operation) and 2,000 are being sold monthly.

W. D. "DUB" ROGERS
President
MIKE SHAPIRO
Asst. Mgr. — Director of Sales

Effective Power
35,000 Watts Visual
17,500 Watts Aural

Surrounding farm towns provide a great market apart from metropolitan Lubbock and there is no other single medium that so completely covers the entire area as does K"DUB."

AFFILIATES: DuMont CBS Paramount

Avery-Knodel, Inc.
National Representative

SEATTLE TO OPEN NARTB 1953 MEETS

Scheduled from Sept. 14 through Nov. 5, the 17 NARTB district meetings will be divided into two legs, using six days of the week for three two-day sessions.

NARTB'S schedule of 17 district meetings will open on the West Coast this year, with the kickoff session scheduled Sept. 14-15 at Seattle.

The full schedule was announced Wednesday as most of the detailed planning was cleared by President Harold E. Fellows and Secretary-Treasurer C. E. Arney Jr. The 1953 meeting format had been approved by NARTB's joint board of directors at its June 17-19 meeting [B•T, June 22].

This year the schedule has been divided into two legs. The first will carry the "flea circus" troupe down the West Coast and through the mountain and upper central areas. This will wind up Oct. 3 at Cincinnati. The second leg starts Oct. 12 at Ardmore, Okla., and moves through Texas, eastward through the South and up the East Coast states to New England where it concludes Nov. 5.

The schedule has been squeezed into less than two months by careful planning and a six-day-a-week lineup that includes Saturdays. The normal pattern has called for two two-day meetings a week instead of the three slated this year.

NARTB plans to carry a representative headquarters crew that will be available for consultation. The agendas are arranged by district directors, with top management problems receiving main attention instead of departmental services of stations. An NARTB television specialist will discuss TV management problems at each meeting.

The full schedule of district meetings follows:

District	Date	Location	Hotel
17	Sept. 14-15	Seattle	Benjamin Franklin
15	Sept. 16-17	San Francisco	Mark Hopkins
16	Sept. 18-19	Los Angeles	Statler
14	Sept. 21-22	Sun Valley, Idaho	Challenger Inn
10	Sept. 23-24	Cedar Rapids, Iowa	Roosevelt
11	Sept. 25-26	Minneapolis	Radisson
9	Sept. 28-29	Milwaukee	Plankinton House
8	Sept. 30-Oct. 1	Indianapolis	To be selected
7	Oct. 2-3	Cincinnati	Sinton
12	Oct. 12-13	Ardmore, Okla.	Lake Murray Lodge
13	Oct. 14-15	Dallas	Adolphus
6	Oct. 16-17	Biloxi, Miss.	Buena Vista
5	Oct. 19-20	Atlanta	Henry Grady
4	Oct. 21-22	Asheville, N. C.	Grove Park Inn
3	Oct. 23-24	Philadelphia	Bellevue-Stratford
2	Oct. 29-30	Albany, N.Y.	Ten Eyck
1	Nov. 4-5	Boston	Somerset

Hollywood Ad Club Elects

BOARD of directors of Hollywood Ad Club has elected Harlan Palmer Jr., assistant publisher, *Hollywood Citizen-News*, as president, and Harry Saz, producer-publicity director, Ted Bates Co., as first vice president.

Amos Baron, general manager, KECA Hollywood, was named second vice president and Irving Eckhoff, partner in Roche-Eckhoff & Assoc., was re-elected vice president for public relations. Vic Rosner, advertising manager, Lucy's of Hollywood (apparel shop), is treasurer and Alice Anderson, assistant advertising manager, Van de Kamp's Bakeries, is secretary.

Radio-TV Medical Claims Arouse AMA Opposition

THE American Medical Assn. has taken a strong editorial stand against radio and television programs which include certain medical claims in their advertising.

The association has authorized a study calling for a series of meetings on the national and local station levels with representatives of the broadcast industry to discuss advertising problems that affect its profession.

Protest Commercials

AMA said it has received numerous letters from physicians protesting radio-TV commercials which "mislead the public into believing the claims have been proved medically." AMA also scored programs which feature white coats, stethoscopes and other accoutrements of the profession, warning that "the public is not so lastingly gullible as some advertisers seem to believe."

AWRT Names Chairmen Of Standing Committees

AMERICAN Women in Radio & Television national chairmen of standing committees for 1954 have been announced by Doris Corwith of NBC, AWRT president. They are:

Hilda Ballestro, Evaporated Milk Assn., Chicago, eligibility; Ruth Crawford, ABC New York, information services; Madge Cooper, WMRN Marion, Ohio, membership; Heloise Parker Broeg, WEEI Boston, projects; Betty Stuart Smith, J. Walter Thompson Co., New York, publications; Bette Doolittle, NARTB, Washington, publicity; Muriel Fox, Carl Byoir & Assoc., New York, public relations.

Board members who will work with the committees are: Nina Badenoch, National Society for Crippled Children & Adults, Chicago; Betty Barnett, KSD-TV St. Louis; Jane Barton, N. Y. State Radio-Motion Picture Bureau; Dorothy Fuller, WBET Brockton, Mass.; Betty Ross, WMAQ Chicago; Gertrude Trobe, WBVF Beaver Falls, Pa.; Lillian Lee, Atlanta, constitution & bylaws.

Edythe J. Meserand, first AWRT president, was named 1954 convention director. AWRT board's next meeting will be at Chicago's Edgewater Beach Hotel Oct. 31-Nov. 1.

FELLOWS ADDRESSES UTAH BROADCASTERS

RADIO and television, as well as magazines and newspapers, "are here to stay" and in most cases will grow stronger, NARTB President Harold E. Fellows said Tuesday in an address to the Utah Broadcasters Assn. in Salt Lake City. Philo Farnsworth, pioneer TV inventor, was UBA's guest of honor.

The American people, "both within and beyond TV markets," have shown they consider radio a necessity, Mr. Fellows said, citing increased listenership, sale of more sets and recognition by advertisers that it is the essential low-cost medium.

"Those identified with radio should be thankful for the competition offered by television," he said, "because it got us out of our armchairs and onto our feet. . . . It thinned down and flattened out a lot of broadcasters' waistlines . . . and it put muscles back in their legs and ideas back into their heads."

He warned that radio can be destroyed by bad management or by location in a market already saturated with a multiplicity of similar services.

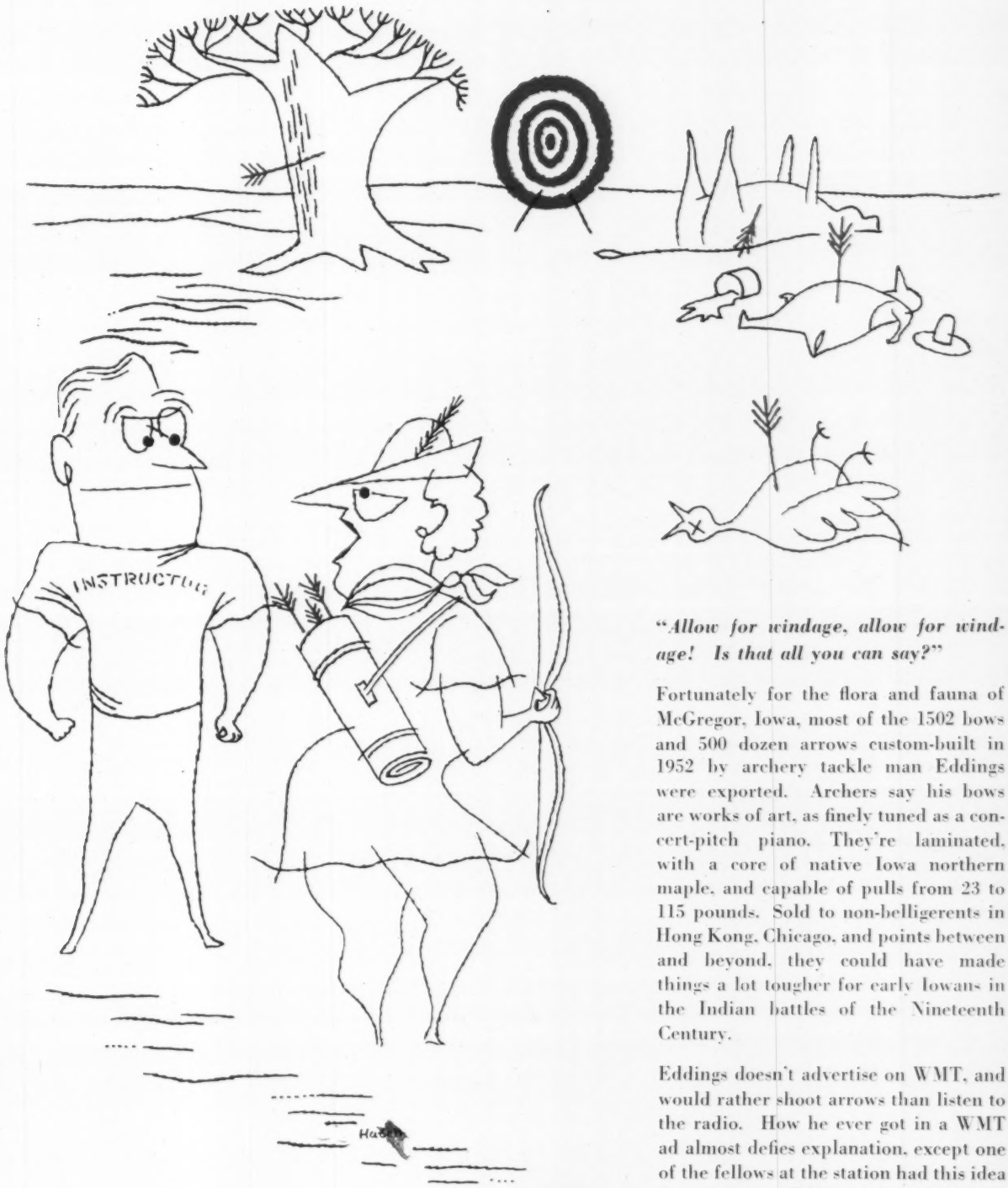
In nine cases out of ten, he reminded, radio rates need adjusting upward as shown by NARTB studies and examination of other media.

Mr. Fellows paid this tribute to Mr. Farnsworth: "Thank you, on behalf of these broadcasters and many like them throughout the nation, for creating a life in which we may find not only the satisfaction of economic reward, but the greater satisfaction of service to our fellowmen."

Fellows Wins Ky. Colonelcy

COMMISSION as a "Kentucky Colonel" was awarded Thursday to Harold E. Fellows, NARTB president, by Gov. Lawrence W. Wetherby "in recognition of his outstanding leadership in the fields of aural and visual broadcasting." Mr. Fellows addressed the mid-June meeting of Kentucky Broadcasters Assn. Joe Eaton, general manager of WKLO-AM-TV Louisville and president of KBA, forwarded the commission to Mr. Fellows.

IN LINE for a picnic buffet at Cape Hatteras Lighthouse are these attendees at the North Carolina Assn. of Broadcasters meeting last month. The middle trio in this group is wearing "Everywhere You Go There's Radio" hats presented to each registrant. Heading the line are (l to r) Cecil Hoskins, WWNC Asheville, NCAB president; Mrs. Hoskins; Charles Wall, BMI vice president, New York; Gaines Kelley, WFMY-TV Greensboro, and Omar Hilton, WBUY Lexington.



CEDAR RAPIDS

5,000 watts 600 KC Basic CBS Network

Represented nationally by the Katz Agency

"Allow for windage, allow for windage! Is that all you can say?"

Fortunately for the flora and fauna of McGregor, Iowa, most of the 1502 bows and 500 dozen arrows custom-built in 1952 by archery tackle man Eddings were exported. Archers say his bows are works of art, as finely tuned as a concert-pitch piano. They're laminated, with a core of native Iowa northern maple, and capable of pulls from 23 to 115 pounds. Sold to non-belligerents in Hong Kong, Chicago, and points between and beyond, they could have made things a lot tougher for early Iowans in the Indian battles of the Nineteenth Century.

Eddings doesn't advertise on WMT, and would rather shoot arrows than listen to the radio. How he ever got in a WMT ad almost defies explanation, except one of the fellows at the station had this idea for a drawing. Eddings is a small sample of the Iowa industrial population which jumped 67% in eight years while the nationwide ind. pop. jumped 39%, and which now drags down a $600,000,000 payroll.

Moral: *Don't lose sight of the Iowa industrial forest for the cornstalk trees.*

BAB WOULD SEEK NON-RADIO CLIENTS

ESTABLISHMENT of city and state-wide radio station sales groups to solicit business from non-radio advertisers dominated the discussion at BAB clinics in Portland on June 25 and Seattle on June 27.

It was decided at the Portland meeting that a session will be held later this month to explore this project. Action followed closely an announcement by the Oregon State Broadcasters Assn. to implement its sales committee for solicitation of regional business.

At Portland, broadcasters decided to approach this undertaking initially through the Washington State Assn. of Broadcasters and recommended that the state group study its feasibility.

Sweeney Predictions

BAB's support for this project was expressed at both sessions by Kevin Sweeney, BAB vice president. He predicted that highly active committees for joint solicitation of business will exist by fall in a dozen states and probably two dozen metropolitan areas.

Chairman of the BAB session in Portland was Bob Prigmore, KEX Portland, and in Seattle it was Otto P. Brandt, KING Seattle.

SDBA Scholarships

SOUTH DAKOTA Broadcasters Assn. has donated $200 toward scholarships for four students who plan to enter radio-TV engineering departments at the U. of South Dakota next fall, it has been disclosed.

Announcement of awards was made by Keith J. Nighbert, head of the radio department and director of KUSD, the university's station at Vermillion. Aside from the SDBA donation, $100 was contributed anonymously.

Judges for the awards included Bill Rohn, KSOO Sioux Falls, Ray Eppel, KORN Mitchell, Max Staley, KIJV Huron, and Henry Schmitt, editor-publisher, *Aberdeen American News*.

APRA Plans 1954 Meet

NEXT YEAR'S convention of the American Public Relations Assn. is set for April 4-6 at the Hotel Shelton, New York, Stephen James, association president, has announced.

Rhode Island Broadcasters Form State Association

THE Rhode Island Radio & Television Broadcasters Assn., first organization of radio and TV stations in the state, was formed June 26 at Providence with the adoption of bylaws.

Elected first president was Mowry Lowe, WEAN Providence station manager. Mitchell Stanley, WWON Woonsocket manager, was named vice president, and Norman Gittleson, TV operations manager at WJAR-TV Providence, was elected secretary-treasurer.

Other charter stations include WJAR WPRO WHIM WPJB WICE and WRIB, all Providence, and WPAW Pawtucket and WERI Westerly. President Lowe invited members to be his guests at a luncheon during the next meeting and all agreed this is a precedent that should be followed by all new presidents.

RIRTBA's objectives are "to promote closer cooperation and understanding among members, to foster and promote development of the art of radio and television broadcasting, to encourage and promote customs and practices which will be in the 'interest, convenience and necessity' of the listening and viewing public, to help educate the public and business generally concerning the uses and values of radio and television to the community, the state and the nation, and to concern itself and take appropriate action on any legislative matters affecting the broadcasting industry."

Job Clearing House Initiated by IBA

CLEARING house for available jobs as well as candidates for employment has been set up by Indiana Broadcasting Assn. W. Farrell Rippetoe, WBOW Terre Haute, will direct the operation, it was decided at an IBA meeting held in connection with the BMI-BAB two-day clinic at Indianapolis.

A series of traffic safety spots will be carried over the Labor Day weekend by IBA member stations.

Dee O. Coe, WWCA Gary, presided at the IBA meeting and directed a sales panel. Participating were Lester G. Spencer, WKBV Richmond; Tom Peden, WAOV Vincennes, and Bob Williams, WFML (FM) Washington.

NEW COORDINATOR for the Nebraska Network is Bill MacDonald (c), KFAB Omaha farm director, who takes over from Virgil Sharpe (l), KOWH Omaha. Bob Thomas, WJAG Norfolk, president of the Nebraska Broadcasters Assn., witnesses the job transfer. The network is operated as a subsidiary of the NBA and provides public service programs to Nebraska stations.

Urges Greater Use Of Negro Performers

ADOPTION of a resolution by the Coordinating Council for Negro Performers calling for a campaign to convince sponsors of the value of a "more liberal and broader integration of Negro performers into radio and television" was announced by the Council last fortnight.

The resolution points out that Negroes in the U.S. spend an estimated $15 billion yearly for food, clothing and accessories.

The resolution, which was passed at a meeting in New York, urges the Council to launch a movement to convince sponsors that increased use of Negro performers in radio and television would be beneficial in view of the "dollars and cents spent by Negroes in their homes and in domestic service."

LAST-MINUTE briefing for a panel at BAB's San Francisco sales clinic is given by Alan Torbet (r), panel chairman from KSFO San Francisco to members (l to r) Jules Dundes, KCBS San Francisco; Roger Hunt, KUBA Yuba City; David M. Greene, KSTN Stockton, and Gene Chenault, KYNO Fresno.

GMA Trophy Judges

LIST of judges for the 1953 "Life Line of America" trophies awarded to women radio broadcasters in the food field by the Grocery Manufacturers of America was announced fortnight ago by Paul S. Willis, GMA president.

Judges in the radio category are Dean Olga P. Brucher, College of Home Economics, U. of Rhode Island; Dr. Herrell De Graff, Cornell U.; Helen G. Irwin, president, National Federation of Business and Professional Women's Clubs; Edward J. Malone, publisher, *Grocer-Graphic*, and Sol Taishoff, editor and publisher, BROADCASTING•TELECASTING.

Texas Meet Set Oct. 9

THE TEXAS Assn. of Broadcasters has set what it describes as its most elaborate state convention at the Baker Hotel in Mineral Wells Oct. 9. The TAB meeting will have a full schedule for both station managers and their wives, including a style show, banquet, dance and floor show, a spokesman said.

XUM

...we use the wide angle

Quality representation of a television station calls for sales volume—but much more, too. A station, properly represented, should have at its disposal many services—for its problems include more than those alone of selling time. The representative who performs the job fully brings to it a wide angle outlook encompassing *all* sales and management situations.

Successful television deserves the *complete*—not partial—attention of the representative. Without this intensity of effort, the television station fails to get all that it pays for, and should receive.

Our awareness of broad responsibilities . . . and our *sole* attention to television *only* . . . is the prime reason why Harrington, Righter & Parsons, Inc., is privileged to serve the distinguished television stations listed below.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

No newspapers, no radio—television only.

WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WFMY-TV	*Greensboro*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*

KLZ WINS CH. 7 BATTLE; DENVER TV CO. DENIED

FCC hands down the first fully-comparative decision of the post-thaw hearing cases. Commission sidesteps movie exhibition vs. TV issue—says other considerations outweigh the "diversification of control" question—sanctions network affiliation agreements by applicants.

CITING superiority of KLZ Denver's integration of ownership and management as well as "outstanding" participation in community affairs by its principals, FCC last Tuesday issued its first fully-comparative final decision of the post-thaw TV hearing cases and granted vhf Ch. 7 there to KLZ. The competitive application of Denver Television Co. was denied.

The decision found insufficient evidence to merit preference for one applicant over the other on the basis of theatre interests of certain stockholders or of movie anti-trust or other court proceedings. The conclusion leaves in doubt the general policy question of conflict between movie exhibition and TV.

On another controversial policy question—diversification of control of the mass communication media—FCC declared that, "in the absence of other comparative considerations, a grant to Denver Television would be indicated" in view of Aladdin Radio & Television Inc.'s present radio operation (KLZ) and the other radio interests of its officers and directors.

Aladdin's 'Superiority'

But because "Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants," the decision said, "this superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and television interests."

Giving its sanction to network affiliation agreements by TV applicants when they are in conformity with the Commission's "two year" rule and other regulations on chain broadcasting, FCC turned down Denver Television's argument that the KLZ application should be denied on the basis of an allegedly improper agreement with CBS for network service in event of a grant. KLZ is a CBS Radio affiliate.

FCC concluded the KLZ-CBS television agreement does not violate its rules and indicated TV applicants must of necessity speculate on when they might receive a grant and seek "some measure of assurance" of network service if successful.

The construction permit for Ch. 7 granted to KLZ specifies effective radiated power of 316 kw visual and 158 kw aural.

One of the first post-thaw TV contests designated for hearing on July 11 last year, the Denver Ch. 7 case was held in October before Examiner James D. Cunningham. His initial decision, released in early February, favored KLZ over Denver Television [B•T, Feb. 9]. FCC's final ruling in general followed the conclusions of the examiner's initial decision.

Principals in Aladdin Radio include the following: Harry E. Huffman, chairman of the board and 13.3% owner; Hugh B. Terry, president and general manager, 16%; J. Elroy McCaw, vice president, 20.4%; Theodore R. Gamble, vice president, 20.4%; Frank H. Ricketson Jr., treasurer, 13.6%, and Albert J. Gould, secretary, 0.7%. All are directors except Mr. Gould. There are 37 other minor stockholders.

Mr. Huffman for 40 years was in the motion picture exhibition business in Denver, lastly as owner and district manager of Fox Intermountain Theatres. He left the movie field in 1949 to pursue his KLZ interest. Mr. Terry has been KLZ manager since 1941. Mr. Ricketson is president of Fox Intermountain Theatres and director and 8% owner of Cheyenne Newspapers Inc., owner of KFBC-AM-TV Cheyenne, Wyo.

Gamble's Interests

Mr. Gamble, who in the past several years has been giving up the larger share of his multiple theatre holdings, is chairman of the board and major stockholder in KOIN Portland, Ore., and KJR Seattle. He holds option to purchase a third interest in new vhf Ch. 4 KOMO-TV Seattle. KOIN is favored in an examiner's initial decision for vhf Ch. 6 and has given competitor KGW an option for 50% interest in the TV outlet. Mr. Gamble also is part owner of KCMJ Palm Springs, Calif., controlled by his brother.

Mr. McCaw, according to the decision, holds the following radio interests: KRSC Seattle (100%); KORC Mineral Wells, Tex. (100%); KELA Centralia, Wash. (50%); KYA San Francisco (50%); KYAK Yakima, Wash. (33⅓%); KALE Richland, Wash. (33⅓%); KPOA Honolulu (50%) and KILA Hilo, Hawaii (50%). KPOA's licensee has been granted purchase of part interest in KONA (TV) Honolulu and is to sell KPOA [B•T, June 15, 8].

Principals in Denver Television include: John M. Wolfberg, president and 21.5% owner; Vernon C. Hines, first vice president 4.25%; L. A. Nikoloric, second vice president, holds option to buy stock subscribed by three others; Max G. Brooks, treasurer, 5%; Edwin P. Van Cise, secretary, 1%; Sterling C. Holloway, director, 9.8%; F. Kirk Johnson, 19.6%; James M. Stewart, 19.6%, and Wilford M. Barber, 10%.

Mr. Wolfberg is a movie exhibitor in the Denver area with his father. Mr. Hines heads International Manufacturing Co., maker of industrial and commercial fuel-burning equipment. Messrs. Nikoloric and Van Cise are attorneys. Mr. Brooks is chairman of the Colorado Racing Commission.

Mr. Holloway, a Fort Worth attorney, is 20% owner of Fort Worth TV Co., applicant for vhf Ch. 10. Mr. Johnson, Fort Worth oil producer, is 15% owner of KGUL (TV) Galveston. Movie actor Stewart also is 15% owner of KGUL.

Review Counter Charges

The Commission's final decision reviewed counter charges between the applicants respecting the qualifications of certain stockholders, chiefly those having past or present theatre exhibition interests, but discounted them for lack of merit or sufficient evidence.

The decision did not find any intent on the part of Aladdin or Mr. McCaw and his radio

FCC's TV Boxscore on End of First Post-Freeze Year

AUTHORIZATION for 398 new TV stations was reported by the FCC last week in an announcement heralding the conclusion of the first post-freeze year of processing applications. Of this number, 256 are for operation in uhf bands and 142 are for vhf operation. Special temporary authorizations to start operation have been granted to 89 stations.

The Commission reported that 245 municipalities have been allocated channels reserved for non-commercial educational use. Of the 17 post-freeze non-commercial educational grants, 13 are for uhf bands and 4 for vhf operation. One of the latter is on the air.

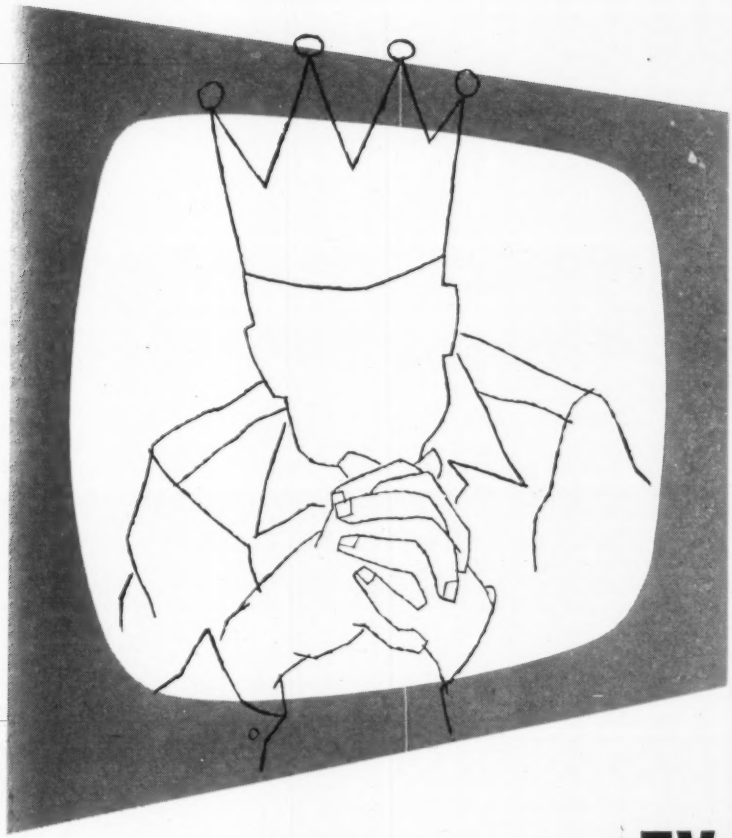
During the year, 2 vhf and 4 uhf construction permits were cancelled by their holders and the 108 pre-freeze vhf stations continued to operate, the FCC reported.

At the present time, some 300 cities in the U. S. and two cities in its territories have one or more TV authorizations. In all states, with the exception of Vermont (where the only two applicants are in competition), TV stations are now authorized and grants have been made to Hawaii and Puerto Rico.

The Commission announced that about 600 applications for additional TV stations including 31 non-commercial educational are now pending before the Commission and that approximately 250 channel assignments in some 175 cities are now in hearings or face hearings because they are competitive.

A tabulation by states of previously operating stations plus post-freeze commercial and educational grants making a total of 500 authorizations follows:

State	vhf	uhf	Total
Ala.	3	5	8
Ariz.	8	0	8
Ark.	2	3	5
Calif.	24	9	33
Colo.	8	2	10
Conn.	4	7	11
Del.	1	1	2
D. C.	4	0	4
Fla.	9	3	12
Ga.	6	3	9
Ida.	0	9	9
Ill.	8	11	19
Ind.	2	11	13
Iowa	4	4	8
Kan.	4	1	5
Ky.	2	5	7
La.	2	9	11
Me.	1	1	2
Md.	3	3	6
Mass.	2	10	12
Mich.	7	12	19
Minn.	7	2	9
Miss.	1	4	5
Mo.	11	7	18
Mont.	7	0	7
Neb.	4	0	4
N. H.	0	1	1
Nev.	2	0	2
N. J.	1	5	6
N. M.	6	0	6
N. Y.	15	21	36
N. C.	3	8	11
N. D.	5	0	5
Ohio	12	15	27
Ore.	2	3	5
Okla.	3	4	7
Pa.	9	25	34
R. I.	1	1	2
S. C.	2	5	7
S. D.	1	0	1
Tenn.	4	3	7
Tex.	25	16	41
Utah	3	0	3
Va.	5	7	12
Wash.	7	2	9
W. Va.	2	4	6
Wis.	3	7	10
Wyo.	2	0	2
Hawaii	3	0	3
P. R.	1	0	1



IT COULD BE YOU!

Here's the program with TV IMPACT!

Smart advertisers buy audience... loyalty and response. They will pick the station with a new fall look... the station that won't wait for viewers to come to them but plans now to build its own audience. The station they pick—"Should be you!"

"IT COULD BE YOU!" IS SOLD—in the Los Angeles market to KPIK—Channel 22. The John Poole Broadcasting Co. bought "It Could Be You!" to stimulate sales of all-channel sets and quick installations of the new UHF Channel 22 in existing sets.

"IT COULD BE YOU!" is now available for other markets. Simple, small studio, one camera production! Entertaining audience gimmick with nightly surprises. Uses contest blanks supplied to television stores and service companies. Window streamers and counter cards are included.

A sure-fire UHF audience builder.
Write for details of this low-priced package.

ABP

AL BUFFINGTON PRODUCTIONS

6711 Sunset Boulevard • Hollywood 28, California

associates, to withhold data on their other station interests. The decision said, however, that Mr. McCaw and his associates failed to exercise "the degree of care expected of applicants and radio licensees in furnishing the Commission with complete and accurate information." FCC admonished that "the carelessness revealed upon the record in this regard will not be countenanced."

FCC's Decision

With respect to policy questions on movie interests in TV and network affiliation agreements, the FCC conclusion said in part:

3. In view of the determination hereinabove made with regard to the several persons discussed, it is appropriate to state the Commission's uniform policy which is followed in the licensing of radio broadcast stations where applicants are shown to have violated the laws of the United States, other than the Communications Act of 1934, as amended. This is reported in Vol. 1 (Part Three) RR, 91:495.

In pertinent part, it is as follows: "Violations of Federal laws, whether deliberate or inadvertent, raise sufficient question regarding character to merit further examination. While this question as to character may be overcome by countervailing circumstances, nevertheless, in every case, the Commission must view with concern the unlawful conduct of any applicant who is seeking authority to operate radio facilities as a trustee for the public. This is not to say that a single violation of a Federal law or even a number of them necessarily makes the offender ineligible for a radio grant. There may be facts which are in extenuation of the violation of law, or there may be other favorable facts and considerations that outweigh the record of unlawful conduct and qualify the applicant to operate a station in the public interest. In all such cases, a matter of primary concern is whether the violation was committed inadvertently or willfully. Innocent violations are not as serious as deliberate ones. As has been suggested by parties in this proceeding, another matter of importance is whether the infraction of law is an isolated instance or whether there have been recurring offenses which establish a definite pattern of misbehavior. A single transgression of law, particularly if inadvertently committed, might raise little question with respect to qualifications, whereas a continuing and callous disregard for the laws may justify the conclusion that the applicant cannot be expected in the future to demonstrate a responsibility towards his obligations as a broadcast licensee. In this connection, the matter of time is important. There necessarily must be more concern with recent violations than with those which occurred in the remote past and have been followed by a long period of consistent adherence to law and exemplary conduct on the part of the applicant. Cases which must be viewed with most critical scrutiny are those where the applicant has been involved in violations over a long period of time and is presently engaged in illegal practices. In all such cases, a strong presumption of ineligibility is raised and a heavy burden of proof is imposed on the applicant to show he is qualified to operate a broadcast station in the public interest."

Basis of Above

On the basis of the above facts, the Commission is satisfied as to the basic character qualifications of both applicants. Since neither applicant demonstrates marked superiority in this regard, we do not use these criteria as a basis for preferring one applicant over the other.

4. The further contention is made by Denver Television that a denial of the Aladdin application is compelling, due to the arrangements it has made with the Columbia Broadcasting System for a television network affiliation. This is based upon what appears to be a somewhat strained interpretation of Sections 3.658(a) and (c) of the Commission's Chain Broadcasting Regulations.

For some years there was included in Aladdin's standard broadcast network affiliation contract with Columbia a first refusal clause, mutually effective, with regard to future network television service, in the event Columbia should desire to extend such service into Denver and Aladdin should receive a television permit for that city.

The clause in question is no longer in effect between the two parties, nor does it appear to have been in violation of the rules cited. It did not constitute a television affiliation agreement between Aladdin and Columbia Broadcasting System but merely an agreement by the parties to give each a first call on the other's services. There was nothing to indicate that any affiliation agreement entered into pursuant to this clause would not have been in full conformity with the applicable Commission Rules. In a letter agreement signed by Aladdin and Columbia on September 30, 1952, they appear to have reduced to writing a verbal understanding looking towards a telvision affiliation contract between Columbia and Aladdin.

Under this agreement, Aladdin is not prevented or hindered from, nor has it subjected itself to penalty for, broadcasting the programs of any other network organization. Moreover, there is nothing in the letter agreement from which a finding may be made that Aladdin is now bound, either directly or indirectly, to remain affiliated with Columbia Broadcasting System's television network for a period longer than two years.

Denver Television contends that the letter agreement is in violation of the two-year provision of the rule cited, for that reason that, under its interpretation of paragraph 4 thereof, "a greater period than two years and six months may be involved because by its terms it provides that if an affiliation agreement does not commence prior to April 1, 1953, any affiliation agreement which is entered into should be at least one year in length."

However, under the exact language of this paragraph, the parties have the understanding that Columbia shall be discharged of its obligation to enter into a network arrangement with Aladdin, unless the latter agrees that such arrangement "shall remain in effect for a period of at least one year from the date of commencement thereof." There is nothing here contrary to the two-year rule in question.

No Indefinite Bond

The parties are not obligated to each other for an indefinite period, since by the terms of the contract neither party is bound beyond March 31, 1954. Applicants for television facilities, particularly those in competitive proceedings such as this must, of necessity, speculate with regard to the time they may expect final action upon their applications and seek to secure some measure of assurance of a network service if successful in obtaining a television license.

Thus, consistent with the rules in question, an applicant for television facilities may arrange with a network organization to accept programs when and if its proposal for the establishment of a station is approved, provided that in such arrangement the applicant (a) does not restrict itself in any way from accepting and broadcasting the programs of another network organization, and (b) does not obligate itself under such arrangement for a period longer than two years.

Concerning diversification of control, FCC concluded:

8. It is contended that because of Aladdin's present radio operation and the radio interests of its officers and directors, it would be more in the public interest to approve the application of Denver Television which does not have such interests, for there would result a diversification in the ownership of the media of mass communication.

The Commission has in the past held that diversification of control of media is desirable and that, in the absence of countervailing considerations, a grant to an applicant who has fewer broadcast interests better serves the public interest since it results in greater diversification of radio and television ownership. Thus a grant to Denver Television would bring a qualified newcomer into the field as opposed to Aladdin which presently operates on AM station in Denver and whose stockholders hold substantial interests in a number of other stations in the country.

In the absence of other comparative considerations, a grant to Denver Television would be indicated. As has heretofore been shown, however, Aladdin has demonstrated its superiority in all other material respects where there is a difference between the applicants. This superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and television interests.

Congress Is Tardy Again, Ties Up FCC Funds in Log-Jam

CONGRESS again is tardy in clearing its appropriations. This showed up in last week's hasty clearance of an overall bill to permit the government and its vast operations to continue everyday business until appropriations for fiscal 1954 are cleared. Fiscal 1953 ended last Tuesday.

Funds for FCC's operations are involved in the Capitol log-jam. Senate-House conferees have yet to work out differences. At stake is an additional $300,000 proposed by the Senate to enable the Commission to hire more hearing examiner teams. Funds that would permit the Census Bureau to continue its business and manufacturing censuses and the National Bureau of Standards to continue studies of radio propagation also must be decided.

Comr. Sterling Makes Trip

FCC Comr. George E. Sterling left Washington last Wednesday for a one-week inspection trip of Great Lakes' shipping communication, the day marking the 30th anniversary of his service in the federal government.

Comr. Sterling was accompanied on the Great Lakes trip by Washington consulting engineer C. M. Jansky. His itinerary called for stops at Cleveland and Erie, where he was to board the *SS John Croft* for Duluth.

BILL TO END AFM MUSIC BAN INTRODUCED

Rep. Dondero of Michigan believes broadcasts of school musical organizations should not be banned by James C. Petrillo's AFM. He introduced a bill last week to provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

REP. G. A. DONDERO (R-Mich.) last Wednesday introduced a bill (HR 6012) that would provide a "civil remedy" for violations of Sec. 506 of the Communications Act.

Rep. Dondero told B•T his measure was designed to permit musical organizations to air in court their grievances with rulings of James C. Petrillo, American Federation of Musicians' president.

Sec. 506 makes it unlawful to coerce or constrain licensees in nearly all phases of the broadcast business. The bill would give jurisdiction to the U. S. district courts to "prevent and restrain violations of this section." It also would make U. S. attorneys responsible for instituting civil actions against violators.

Rep. Dondero said the measure would mean that an educational music group could go to the courts to prevent AFM's Petrillo from keeping that group off the air because, for example, it refused to employ a stand-by orchestra. The Congressman had in mind the National Music Camp in Michigan which is an annual music festival for competing high school music groups. It was said that NMC had been denied access to broadcast time because of AFM objections.

Navy Incident

The Congressman said he had had "experience with Mr. Petrillo's rulings before." That incident, he said, involved a Navy band that was to play at a ceremony dedicated to World War II service dead.

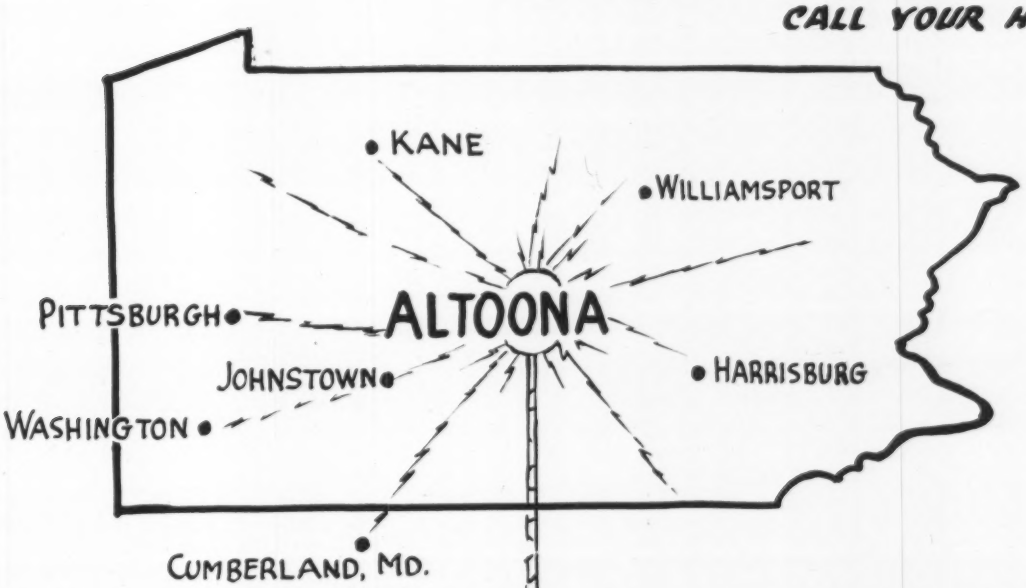
His purpose, he said, was to see "that at least freedom is preserved. . . . I have nothing against the musicians' union," Rep. Dondero said.

The National Music Camp's director, Joseph E. Maddy, a professor at the U. of Michigan, had complained that no union musician is permitted to teach or study at the camp and that no radio network is permitted to broadcast programs from Interlochen, Mich., site of the festival. Mr. Maddy had asserted that the AFM had ruled against network time.

Under the measure, the courts could issue a preliminary injunction after "a showing that the danger or irreparable loss or damages is immediate." The bill was sent to the House Interstate & Foreign Commerce Committee.

NOW! THE MOST POWERFUL TELEVISION STATION in the East

FOR DETAILS OF SUPER-COVERAGE
CALL YOUR H-R MAN



316,000 WATTS ERP

WFBG-TV

ABC · NBC · DUMONT
CHANNEL 10

ALTOONA, PA.

JACK SNYDER, Managing Director

H-R Television, Inc.

M-E's ERIKSON NAMED 'VOICE' CHIEF; WILL QUARTERBACK PLANNED REVAMP

Dr. Johnson names the McCann-Erickson vice president to captain reorganization of the government's overseas information program.

A VETERAN advertising agency and radio-TV executive, Leonard F. Erikson, vice president and director, McCann-Erickson Inc., New York, last week was appointed to head Voice of America.

Dr. Robert L. Johnson, chief of the International Information Administration, said Mr. Erikson will "reorganize the entire radio effort" of the government's overseas information. Dr. Johnson announced the appointment last Wednesday.

The appointment is effective July 27.

He succeeds Alfred H. Morton, who has been named chief consultant to Dr. Johnson.

A week before the announcement, Dr. Johnson revealed on Capitol Hill that he had contacted a $75,000-a-year executive of "a very prominent advertising agency" to head VOA [B•T, June 29]. As IIA Deputy Administrator in charge of the International Broadcasting Service (Voice of America), Mr. Erikson, who earned about $40,000 a year excluding stock holdings at M-E, probably will receive about $13,000 a year with the government, it was reported.

At McCann-Erickson where he has served since 1949 in an executive capacity, Mr. Erikson has been in charge of the radio-television department. The agency was reported to have handled $25 million in radio-TV billings for 1952.

Leonard F. Erikson
Named new 'Voice' Chief

* * *

Mr. Erikson said: "I'm very much impressed by the importance and world-wide scope of the Voice of America's operation and conscious of the opportunity it offers anyone who is interested in serving the U. S. and the free world during these times.

"I don't report for work until July 27 and it is too early for me to formulate an opinion about the specific problems that may be involved."

Two immediate problems with which Mr. Erikson undoubtedly will concern himself are economy measures being put through by Dr. Johnson and the pending reorganization of the U. S. information program. Voice of America under the proposed reorganization would be part of a new government agency (U. S. Information Agency).

Mr. Erikson's resignation from McCann-Erickson becomes effective July 3. Al Scalpone, a vice president and radio-TV coordinator at the agency, succeeds him there as acting head of the radio-TV department.

Mr. Erikson began his advertising agency career as business manager with BBDO from which he joined Kenyon & Eckhardt as vice president and radio director. He left K & E in August 1949 to assume a vice presidency and radio managership of McCann-Erickson. His previous experience was with CBS where he was general sales manager in New York and western sales manager in Chicago. Before his radio posts, Mr. Erikson was associated with magazine and newspaper work.

He is a graduate of the journalism school at the U. of Wisconsin and of business administration at Harvard U. He was an enlisted man in the Navy 1918-19. His home address is Greenwich, Conn.

WRS ASKS HEARING IN AFTRA DISPUTE

WESTINGHOUSE Radio Stations Inc. has requested the National Labor Relations Board to permit American Federation of Musicians to intervene in a petition to NLRB by American Federation of Television & Radio Artists. In its petition, AFTRA seeks to include in its membership "all employees who regularly or frequently appear before the microphone" at WRS' KEX-AM-TV Portland, Ore.

WRS counsel John Steen, in a letter to NLRB Wednesday, said: "We join in the petitioning union's (AFM) request and respectfully urge the board to grant oral argument at a time convenient to the board." AFM notified WRS June 24 that it had asked permission from NLRB to intervene in the case.

WRS Petition Filed

A WRS petition filed June 12 sought to have excluded from AFTRA unit membership at KEX the station's farm director, certain "free lance" talent and "independent contractors" who appear on KEX programs and the station's musical director and one other musician.

AFTRA's petition to NLRB, dated April 8, 1953, asked for its Portland Local unit membership, persons "including but not limited to commentators, staff and special program announcers, farm directors, sports and news reporters or analysts, actors and singers," if they are "employees who regularly or frequently appear before" the KEX microphone.

WRS maintained the farm director should be excluded because he is a supervisor and is a part of management, that "free lance" performers are not employees of the station and that the musicians are included in a separate craft (AFM), and that the musician director is a "supervisor."

Pre-Trial Reviewed

DRAMATIZATION of a pre-trial hearing conference, presented by Federal Communications Bar Assn. and the FCC last week, proved successful in the opinion of more than 500 spectators at the Dept. of Commerce auditorium in Washington. For an account of this production, see IN REVIEW, page 16.

UHF-VHF PROBLEM STUDIED BY FCC

FCC staff is confronted with the problem of uhf WROV-TV Roanoke losing money in competition with vhf WSLS-TV there, and what to do about such situations. Meanwhile, WROV-TV has filed for a contested vhf channel.

FCC last week was studying at the staff level the question of uhf-vhf compatibility in the same city, and what to do about the plight of a uhf station that is having trouble competing with a vhf outlet.

The whole matter of uhf-vhf competition was raised in the application of WROV-TV Roanoke, Va., to shift from uhf Ch. 27 to vhf Ch. 7 [B•T, June 29]. WROV-TV thus enters a three-way contest for the Ch. 7 grant, competing with Polan Industries and Times-World Corp. (WDBJ).

Competing with the vhf WSLS-TV on Ch. 10, WROV-TV pointed out in its application, involves serious economic problems. The station cited its March income as $6,829 compared to expenses of $9,068, a loss of $2,238; April income of $4,771, expenses of $8,730 and loss of $3,959; May income of $3,969, expenses of $9,247 and loss of $5,277. Total loss for three months was $11,475.

WROV-TV explained it had no network income and only 5% of its time sales came from national spot advertisers. About 70 local advertisers bought time in the station's early weeks but only 10 now remain. WROV-TV contends, too, that it must pay the same rates for film programs as the vhf station with its wider coverage.

In view of its past investment in television, WROV-TV informed the FCC it felt it is entitled "to at least an equal opportunity with other persons to be considered for assignment of Ch. 7 in Roanoke, Va."

WROV-TV emphasizes the reluctance of national advertisers to purchase uhf time in an area having a vhf operation.

Geneva Agreement Report

REPORT on progress in carrying out the provisions of the 1951 Geneva Agreement was issued by FCC June 26. Among other things, it shows that all standard broadcast stations in the U. S. are operating in the correct frequency band and notes that international plans for time and frequency sharing are being drafted. Purpose of the Geneva Agreement was to prepare and adopt the new international frequency list for the various services in the bands between 14 kc and 27500 kc with a view to bringing into force the 1947 Atlantic City table of frequency allocations.

the new 1953 '54

TIMED for the 1953-54 season, a brand new member of the B. T. family, the **TELECASTING Yearbook & Marketbook** combines the indispensable analyses of the **MARKETBOOK** heretofore published in mid-August, with the all-inclusive reference directories and guides of the **YEARBOOK** . . . two fully-indexed and annotated productions in a single volume.

It's a brand-new approach to buying guides. It evolves from pre-publication field testing of agencies, advertisers, film executives . . . tailored to their needs.

It meets the urgent need for up-to-date data on burgeoning TV . . . 180 stations on the air in 120 markets, against 109 in 64 a year ago . . . 370 stations authorized . . . county by county TV homes . . . coverage . . . rates. Replete with what the decision-maker demands.

Vital Statistics

Advertising deadline July 20 (for proof); final deadline August 1. Minimum space: half page for station positions; all other directories 1/6th page or more.

FOR RESERVATIONS CALL ANY B-T OFFICE:

Washington 4, D. C.	New York 22	Chicago 1	Hollywood 28
870 Natl. Press Bldg.	444 Madison Ave.	360 N. Michigan Ave.	Taft Bldg.
Metropolitan 8-1022	Plaza 5-8355	Central 6-4115	Hollywood 3-8181

N. Y. STATE DEMOCRATIC CHAIRMAN AMONG FIVE NEW TV GRANTEES

In last week's grants, FCC again awards vhf Ch. 2 at Midland, Tex., and issues first grant for Alaska. Hearst Corp.'s plea for vhf Ch. 10 in Milwaukee is turned down.

CHAIRMAN of New York state's Democratic Committee, Richard H. Balch, was awarded a television construction permit for uhf Ch. 19 at Utica by FCC last week. The grant was made possible by withdrawal of the conflicting bid of WIBX there.

The Commission also re-issued a permit for vhf Ch. 2 at Midland, Tex., to Midessa TV Co., under common ownership with KSWO Lawton, and KRHD Duncan, Okla. The permit was returned in early May by Permian Basin TV Co. which first was granted Ch. 2 in February as KMID (TV) [B•T, May 11, Feb. 16].

FCC reported its first TV grant for Alaska, awarding vhf Ch. 2 at Fairbanks to ex-ABC vice president Keith Kiggins and his partner, Richard R. Rollins, one-time minor stockholder in KIOA Des Moines. Uhf Ch. 35 at Fairmont, W. Va., was granted WVVW there and reserved vhf Ch. 6 at Denver was granted to the city's public school system for a noncommercial educational station.

WVVW's grant resulted upon dismissal by Americus Corp.

In other TV actions, the Commission again turned down the plea of Hearst Radio Corp. for reconsideration of previous decisions which denied Hearst's application for a new commercial TV station on vhf Ch. 10 at Milwaukee, a facility reserved for noncommercial educational use by the final allocation plan. Owner of WISN Milwaukee, Hearst went through hearing and was awaiting FCC action when the TV freeze was imposed.

Hearst plans to appeal the denial in court, its council stated after FCC ruled.

Meanwhile, Gov. Walter J. Kohler of Wisconsin has signed a bill, effective last Wednesday, empowering the State Radio Council to apply for all educational TV stations in the state, starting with uhf Ch. 21 at Madison, and authorizing continuation of a two-year study of educational TV. The bill replaces a previous resolution directing the governor himself to file for the stations in behalf of the state, which he did at Milwaukee and Madison.

Hennock Questions Legality

The governor's Milwaukee application, in contest with the pending educational Ch. 10 application of the Milwaukee Vocational School Board, is expected to be withdrawn. It was understood FCC Comr. Frieda B. Hennock questioned the legality of the state's applications under the Commission's TV rules [B•T, May 25].

The governor's office last week acknowledged it had been advised by FCC that the state's applications would have to be filed through appropriate educational authority, hence the new bill to empower the State Radio Council, operator of Wisconsin's educational FM network.

In turning down the Hearst petition, FCC said "no new facts have been presented which were not previously considered and disposed of in our memorandum opinion and order of April 1, 1953. Under these circumstances, no useful purpose would be served by developing further at this time the merits of this matter which have been set forth in detail in our previous decisions. We reaffirm our views as stated therein."

Three comparative TV cases were set for hearing in Washington on July 31. These are: Montgomery, Ala., vhf Ch. 12, Montgomery Broadcasting Co. (WSFA) and Alabama TV Co.; Montgomery, Ala., uhf Ch. 32, Southern Broadcasting Co. (WJJJ) and Southern Enterprises; Corpus Christi, Tex., uhf Ch. 22, H. L. Hunt and Coastal Bend TV Co.

The new TV grants are as follows:

Fairbanks, Alaska—Kiggins & Rollins, granted vhf Ch. 2; effective radiated power of 13.8 kw visual and 8.32 kw aural; antenna height above average terrain, minus 50 ft. Partner Keith Kiggins is former vice president of ABC.

Denver, Colo.—School District No. 1, City and County of Denver and State of Colorado, granted reserved vhf Ch. 6 for noncommercial, educational use; ERP 20 kw visual and 10.7 kw aural; antenna 950 ft.

Utica, N. Y.—Richard H. Balch, granted uhf Ch. 19; ERP 52.5 kw visual and 26.3 kw aural; antenna 880 ft. Chairman of New York state's Democratic Committee, Mr. Balch is president of Horrocks-Ibbotson, fishing tackle manufacturer.

Midland, Tex.—Midessa TV Co., granted vhf Ch. 2; ERP 10 kw visual and 5.01 kw aural; antenna 510 ft. Principals operate KSWO Lawton and KRHD Duncan, Okla.

Fairmont, W. Va. — Fairmont Bcstg. Co. (WVVW), granted uhf Ch. 35; ERP 17.4 kw visual and 9.33 kw aural; antenna 240 ft.

FCC Moves Vermont Case To Top of Group A-2 List

IN A MOVE to speed its first TV authorization to Vermont, now the only state without a TV grant, FCC last week switched Montpelier, the state capital, from No. 604 to the top of the Group A-2 processing list [CLOSED CIRCUIT, June 22].

This action, termed in the public interest in view of multiple grants to other states, will expedite comparative hearing on the state's two pending applications, both seeking vhf Ch. 3 at Montpelier. Ch. 3 is the only vhf channel assigned to Vermont, which also has nine unsought uhf channels.

Contestants at Montpelier for Ch. 3 are WCAX Broadcasting Corp., licensee of WCAX Burlington, and Colonial Television Inc.

WCAX would construct its proposed station atop Mt. Mansfield to give antenna height above average terrain of 2,713 ft. With effective radiated power of 17.34 kw visual, WCAX claims it could cover 77.5% of the state with Grade B service and 45% with Grade A. Some 80% of the state's population would be within Grade B range, it is contended.

FCC's action was based upon a joint petition by the two applicants who pointed out there is no existing TV station within 120 miles of Montpelier.

The Commission's decision noted that comparative hearings have been designated up to only city No. 26 on the A-2 list (Montgomery, Ala.) and pre-hearing letters have been sent up to No. 30 (Madison, Wis.).

Comr. E. M. Webster dissented from the majority action, stating, "I do not approve of taking an individual application from the proper position in the established processing line. I am not opposed, however, to a review of the formula upon which such a line is established."

Lemmon Briefs Eisenhower On World Wide Service

BROADCASTS sponsored by private enterprises to promote goodwill in Latin American nations were described to President Eisenhower Wednesday morning by Walter S. Lemmon, president of World Wide Broadcasting System. The President said he was very much interested in the service.

Mr. Lemmon

Play-by-play versions of three MBS baseball games per week are broadcast in Spanish by the five WRUL shortwave transmitters, Mr. Lemmon said. Other programming includes lessons in English. Leonard H. Marks of the Cohn & Marks law firm, accompanied Mr. Lemmon to the White House.

World Wide, in cooperation with many major American business sponsors, is supplementing the Latin American goodwill trip of Dr. Milton Eisenhower, brother of the President and president of Pennsylvania State College, Mr. Lemmon said. He added that Voice of America broadcasts are no longer beamed to those countries, with U. S. private enterprise filling the gap. The rebroadcast network includes service in Mexico, Colombia, Venezuela, Cuba, Panama, Puerto Rico, Guatemala, Nicaragua and Honduras.

Among sponsors Mr. Lemmon listed such firms as Gillette, Philco, Westinghouse and General Electric. The All-Star baseball game July 14 will be carried over the network. In addition World Wide is sending shortwave service to Scandanavian countries, Central Europe, the Mediterranean area and Africa.

WDIA Sees McCarthy Bill As Needless Burden to Stations

PROPOSAL of Sen. Joseph R. McCarthy (R-Wis.) that stations record or film all that goes out on the air [B•T, June 22] is looked upon by WDIA Memphis as "a prodigious undertaking [the result of which] would not in the least degree justify the means."

In a letter to Sen. McCarthy, Bert Ferguson, WDIA manager, said if "sufficient evidence" showed need for recording "under special circumstances," temporary arrangements could be made easily.

He asked the Senator not to "overlook the eagerness of practically every broadcaster . . . to do his job wisely and well." He said WDIA would administer its services "with care as to the best interests of the particular area" served by the station, and "certainly the same can be said of the great majority of broadcasters. . . ."

The McCarthy bill is in the Senate Interstate & Foreign Commerce Committee which is waiting for comments from FCC and the Justice Dept. Mr. Ferguson sent copies of the letter to Tennessee Democrats, Sens. Estes Kefauver, Albert Gore and Rep. Cliff Davis.

Senate Confirms Strauss

THE SENATE last week confirmed the nomination of Lewis L. Strauss, member of the RCA board, to the Atomic Energy Commission. President Eisenhower has appointed Mr. Strauss chairman of AEC [B•T, June 29].

SENATORS PROPOSE COMMISSION ON WORLD TELECOMMUNICATIONS

Sen. Bourke Hickenlooper heads group envisioning a nine-man commission appointed from both houses of Congress, the telecommunications industry, educational and other groups to "strengthen the foreign relations of the U. S." by studying international use of "all forms of telecommunications."

A NEW Commission on International Telecommunications last week was proposed on Capitol Hill.

Legislation that would set up the group "to strengthen the foreign relations of the U. S." was introduced by Sen. Bourke B. Hickenlooper (R-Iowa) and co-sponsored by Sens. William F. Knowland (R-S. D.), J. William Fulbright (D-Ark.), Theodore F. Green (D-R. I.), Guy M. Gillette (D-Iowa) and Lister Hill (D-Ala.).

The Senators are members of the Senate Committee on U. S. Overseas Information Programs which recommended a revamped Voice of America and a possible TV network link among free nations [B•T, June 22].

The committee, after investigating the information program, had released a report on its findings.

The Senate resolution (S J Res 96) would put into effect one of the committee's suggestions contained in the report. The group had proposed setting up a national commission with its members drawn from government, the telecommunications industry, education and other groups to study the present information organization and "the potentialities of the international use of all forms of telecommunications."

It is this commission that would be created if the resolution is passed by both houses of Congress and signed by the President.

Subjects of Study

Here is what the commission would look into:

"(1) Present status of the use of the international airwaves in the information programs of this country and other nations of the world.

"(2) Present status of the use of television in the information programs of this country and other nations of the world.

"(3) Possibilities of the expanded use of television . . . [in connection with the VOA program].

"(4) Possibilities of international cooperation, both governmental and private, in the construction, maintenance and operation of facilities to link the free nations of the world in an effective international telecommunications (including television) network."

There would be nine members of the Commission, five appointed by the President (at least one from the telecommunications industry and one from the educational field), two from the Senate by the president of the Senate (Vice President Richard M. Nixon), two from the House by the Speaker (Joseph W. Martin [R-Mass.]).

Of the five Presidential appointees not more than three would be from the same political party, the other appointees would be of each party.

Members of the commission would not be salaried although their expenses would be paid. A secretary general could be appointed at a maximum $15,000 a year and an assistant secretary general at not more than $12,500 a year. Other staff members could be named. Some $25,000 would be appropriated the commission. The group would cease functioning 90 days after a report to Congress.

The resolution was sent to the Senate Foreign Relations Committee where it is assumed it will be referred to the Hickenlooper information group.

The legislation noted that the "media of telecommunications is of continuing and increasing importance in carrying out and supporting the foreign policies of the U. S." It also referred to President Eisenhower's message last February which "asserted the necessity 'to make more effective all activities related to international information.' "

STAYED PERMITS MADE EFFECTIVE

FCC admits it should not have stayed TV grants to Durham and Salinas-Monterey. In its action making CPs immediately effective, FCC dismisses economic injury allegations.

ACKNOWLEDGING that the effective dates of new TV grants at Durham, N. C., and Salinas-Monterey, Calif., never should have been postponed in the first place, FCC last week turned down the Sec. 309(c) economic protests involved and made the authorizations effective immediately.

In both cases, FCC ruled that the protests were too vague and did not set forth "with particularity" the allegations of injury.

At Durham, FCC made effective its Feb. 25 grant to T. E. Allen & Sons Inc. for uhf Ch. 46. The action was stayed April 8 as a result of protest by WSSB Durham.

At Salinas-Monterey, the Commission made effective its Feb. 18 grants for share-time stations on vhf Ch. 8 to KSBW Salinas and KMBY Monterey. The permits had been stayed on April 7 upon protest by KICU (TV) Salinas, new uhf Ch. 28 permittee.

T. E. Allen & Sons Inc. originally was opposed for Ch. 46 at Durham by WTOB Winston-Salem, but received the grant about a week after WTOB dismissed its Durham bid and took half interest in the Allen venture.

Bid Too Late

WSSB filed for Ch. 46 the day of the grant to Allen, but the bid was returned as too late under the Commission's 24-hour rule. WSSB thereupon filed its Sec. 309(c) protest, claiming it did not receive adequate notice of the elimination of the competitive situation for Ch. 46 and alleging Allen would overlap illegally with WTOB's new Ch. 26 station at Winston-Salem.

In its ruling, FCC said, "We believe that the absence of merit in protestant's argument is manifest when it is noted that protestant has had since April 14, 1952, the day on which we released our Sixth Report and Order on television channel allocations, to file its application for Ch. 46 at Durham." Respecting the overlap charge, FCC indicated the allegations were not specific and on its own study the Commission has determined no overlap of Grade A contours will occur.

In re-appraising its policy on handling of Sec. 309(c) protests, the Durham ruling said: **Aside from the foregoing, we are now of the opinion, upon further consideraton, that Public Information's protest was insufficient under the provisions of Sec. 309(c) of the [Communications] Act, and that the effective date of the grant to Allen should not have been postponed. Sec. 309(c) provides, among other things, that a protest "shall specify with particularity the facts, matters, and things relied upon, but shall not include issues or allegations phrased generally." The clear import of this requirement is that a protestant must do something more than set forth in his protest vague, nonspecific conclusionary arguments; he must allege those facts upon which his conclusions as to the impropriety of the Commission's grant without a hearing are predicated. These facts must be stated with specificity; they must be concrete, basic facts.**

Similarly, the Commission found that the protest of KICU (TV) against the Salinas-Monterey Ch. 8 share-time grants was "insufficient" and that the effective dates of the authorizations should not have been postponed.

Law and Policy

Respecting KICU (TV)'s charge that oral argument a fortnight ago did not constitute fair hearing on its protest [B•T, June 29], FCC said "it is our opinion that the only issues raised by protestant were ones of law and policy. In this connection, it is to be noted that the protestant has failed to set forth the specific facts relied upon to support the conclusory arguments set forth in the protest. Under these circumstances, it is our view that Sec. 309(c) does not require us to hold a fact-finding hearing, and that, in view of the type of issues raised by the protest, the oral argument herein has afforded the protestant a full and fair hearing."

KICU (TV) had charged that the two vhf stations, through connections of their principals, would effect a monopoly of major network service in that area to the economic disadvantage of the uhf outlet.

Midwestern Gets Toledo AM; FCC Denies WTOD Change

IN A FINAL decision supporting the recommended initial ruling of FCC Examiner Fanney N. Litvin, the Commission last week granted a new AM station at Toledo, Ohio, on 1470 kc with 1 kw fulltime, directional, to Midwestern Broadcasting Co. FCC denied a competitive bid by Edward Lamb's WTOD there for change from its present 1 kw daytime on 1560 kc.

FCC agreed with the examiner that Midwestern should be preferred over WTOD in spite of usual policy to favor an existing station's efforts to improve its facilities. The decision cited findings that WTOD's religious and foreign language program practices "had varied significantly from the policies expressed by its ownership."

The final decision also denied on engineering grounds the competitive new station applications of Toledo Blade Co., Radio Corp. of Toledo and Rural Broadcasting Co. of Ohio, Oak Harbor.

Reception, Gifts Honor Retiring FCC Chmn. Walker

RETIRING FCC Comr. Paul A. Walker was honored Tuesday afternoon in Washington at a reception attended by Commissioners, the FCC Washington staff and industry representatives.

In recognition of his public service achievements, a scroll and watch with gold chain were presented to Comr. Walker, who was chairman of the agency prior to President Eisenhower's appointment of Comr. Rosel H. Hyde to that post earlier this year.

FCC UNCORKS NEW TV SPEED-UP MOVES

Commission proposes rule-making to require applicants to place local ads announcing their applications for TV and to provide a 30-day cut-off date against new bids.

IN ANOTHER policy move to speed processing of TV applications, FCC last week announced proposed rule-making which would (1) require local advertising—"in a newspaper of general circulation"—of all initial applications for new TV stations, and (2) provide a cut-off date against new competitive applications 30 days after such publication.

Comments are due on or before August 10.

The cut-off provision, it was explained, is designed to help clean out "block" applications and prevent the last-minute filing of such "strike" bids just before the Commission is ready to act on valid applications.

The advertising plan was tried once before in Commission history under the ill-fated "Avco procedure," under which prospective station purchasers were required to advertise locally. It was intended that competitive bidding for stations would be allowed to enable the Commission, through comparative hearing, to choose the better prospective licensee.

Present Policy

Under the Commission's present TV policy, an application may pend for a year and then, the day before FCC action, can be put into contest by a new bid for the same channel. The cut-off and advertising proposal would end abuse of the Commission's processing procedures, FCC representatives indicated, and still give all bona fide prospective applicants sufficient notice and time to file.

Under the proposal, all applicants now before the Commission would have to advertise the same as new applicants who are just filing. The advertisement would have to be run once a week for two weeks "immediately following" the filing of a bid at FCC.

Should a competing application be filed within the 30-day period, FCC would set both for comparative hearing, but no other competing bid would be accepted after the cut-off date.

The advertising requirement would not apply to amendments of pending applications, FCC said.

The proposed rule-making was adopted by the Commission *en banc* on Wednesday and announced early Thursday. It was adopted by a 3-to-1 vote of Chairman Rosel H. Hyde, Comrs. E. M. Webster and John C. Doerfer with Comr. Robert T. Bartley dissenting. Comr. Bartley felt the more pressing problem to be the backlog of hearing cases and noted that FCC has been able to get "reasonably current" on non-conflicting applications.

Text of FCC's public notice follows:

The Commission proposed rule-making which would (1) require local advertising of all initial applications for new television stations, and (2) provide a cut-off of 30 days from such publication after which no competing applications would be accepted for the TV applications so advertised.

An applicant for a new TV station would have to give public notice of his application by publishing that fact, at least once a week for two weeks immediately following that filing, in a newspaper of general circulation in the community in which the requested TV channel has been assigned.

No action on any application for a new TV station would be taken by the Commission for a period of 30 days from the date of the first publication by the applicant of his filing. If no competing application is filed within that time and the applicant otherwise qualifies, his application would be eligible for a grant after the 30-day waiting period.

If a competing application is filed within the 30-day period, both applications would then be considered for comparative hearing, but no competing applications would be accepted after the 30-day period.

All applicants are required to publish notice of their filing; the 30-day cut-off period runs from the notice given by the first applicant.

Applications for new TV stations now on file, and those filed up to the time if and when the proposed rules become effective, would continue to be processed, but all would be required to go through the advertising procedure. In the case of applications on file on the effective date of the amendments, the cut-off provision would run 30 days from the time of the initial publication of each.

The advertising requirement would not apply to amendments to applications which have been advertised.

The purpose of the proposed revisions is to aid the Commission in processing TV applications, to promote the extension of TV broadcast service and, at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities.

Comments will be received by the Commission on or before August 10.

This action was taken by the Commission *en banc* (Chairman Hyde and Commissioners Webster, Bartley and Doerfer) on July 1, with Commissioner Bartley dissenting in the following statement:

"I doubt the desirability of the publication proposal.

"During the past 12 months we have been able to get reasonably current on non-conflicting applications, having authorized 403 new television stations since the lifting of the freeze.

"The most serious backlog confronting the Commission relates to those applications in conflict with other applications and which, consequently, require hearings.

"I would like consideration given to a provision for a cut-off 30 days after the Commission designates an application or applications for hearings. This designaton could be made promptly, on broad issues, and as soon as processing has been accomplished, these issues could be narrowed as justified."

Court Action Expected On Zenith Ch. 2 Protest

ACTION on Zenith Radio Corp.'s motion to the U. S. Court of Appeals in Washington to stay the FCC's grant of an STA to CBS' WBBM-TV Chicago to move from Ch. 4 to Ch. 2 [B•T, June 29] was expected any day—since CBS announced it was to make the move yesterday (Sunday).

Zenith last week asked the court to modify its stay order of May 20 [B•T, May 25] to set aside the FCC's temporary grant to CBS to make the move. The stay order was issued upon Zenith's request when the FCC refused to reconsider its denial of the Zenith application for Ch. 2 in Chicago and its grant for CBS to make the move. The change from Ch. 4 to Ch. 2 was required following the deletion of Ch. 4 from Chicago in the new allocations following the end of the TV freeze [B•T, April 14, 1952].

As a result of the CBS move, the *Milwaukee Journal's* WTMJ-TV announced plans to move from Ch. 3 to Ch. 4 on July 11. This is also in line with the post-freeze allocations table. WTMJ-TV's move will remove interference on Ch. 3 between the Milwaukee station and WKZO-TV Kalamazoo, Mich., also on Ch. 3.

FCC Rules Amendments

BY A NOTICE of proposed rule making, FCC fortnight ago announced plans to amend Parts 10, 11 and 16 of its rules to effect assignment of frequencies in the band 450-460 mc, adjacent to the lower end of the uhf TV band. The channels are assigned for use by public safety, industrial and land transportation radio services. Comments are due Aug. 7.

JOHNSON STEPS UP RULE 1(d) ATTACK

Another swipe at broadcasters is seen in reports that Sen. Johnson, also Western League president, is preparing a letter for distribution to Congressmen in support of his baseball bill to restore rule 1 (d).

SEN. EDWIN C. JOHNSON (D-Colo.) was understood last week to be taking another swipe at broadcaster opposition to his baseball bill [CLOSED CIRCUIT, June 29].

The measure (S 1396) would permit organized baseball to restore rule 1(d) restricting radio-TV coverage according to territorial formula. It has been outlawed because of Justice Dept. disfavor.

Sen. Johnson, Western League president, was planning to present a letter supporting the bill to every Senator and to House members.

This new move was seen as a follow-up to his amendment that would permit any station to broadcast, rebroadcast or re-create any baseball game providing it is sustaining [AT DEADLINE, June 29].

Similar language was inserted in a new bill (HR 6037) introduced last Wednesday in the House by Rep. A. S. Herlong Jr. (D-Fla.) who a few weeks ago [B•T, June 22] had offered legislation (HR 5721) on baseball. The move by Rep. Herlong was seen as additional evidence of Sen. Johnson's maneuvering on Capitol Hill. The new bill was referred to the House Interstate & Foreign Commerce Committee.

The Johnson letter, it was reported, would undertake to answer away NARTB argument against the bill. NARTB's resolution attacking the legislation and calling upon members of Congress to vote against it had been sent to Senators and to members of the House Interstate & Foreign Commerce Committee [B•T, June 22].

The bill has been on the Senate calendar since it was reported by the Senate Interstate & Foreign Commerce Committee nearly a month ago.

Networks Cooperating In 'March of Freedom'

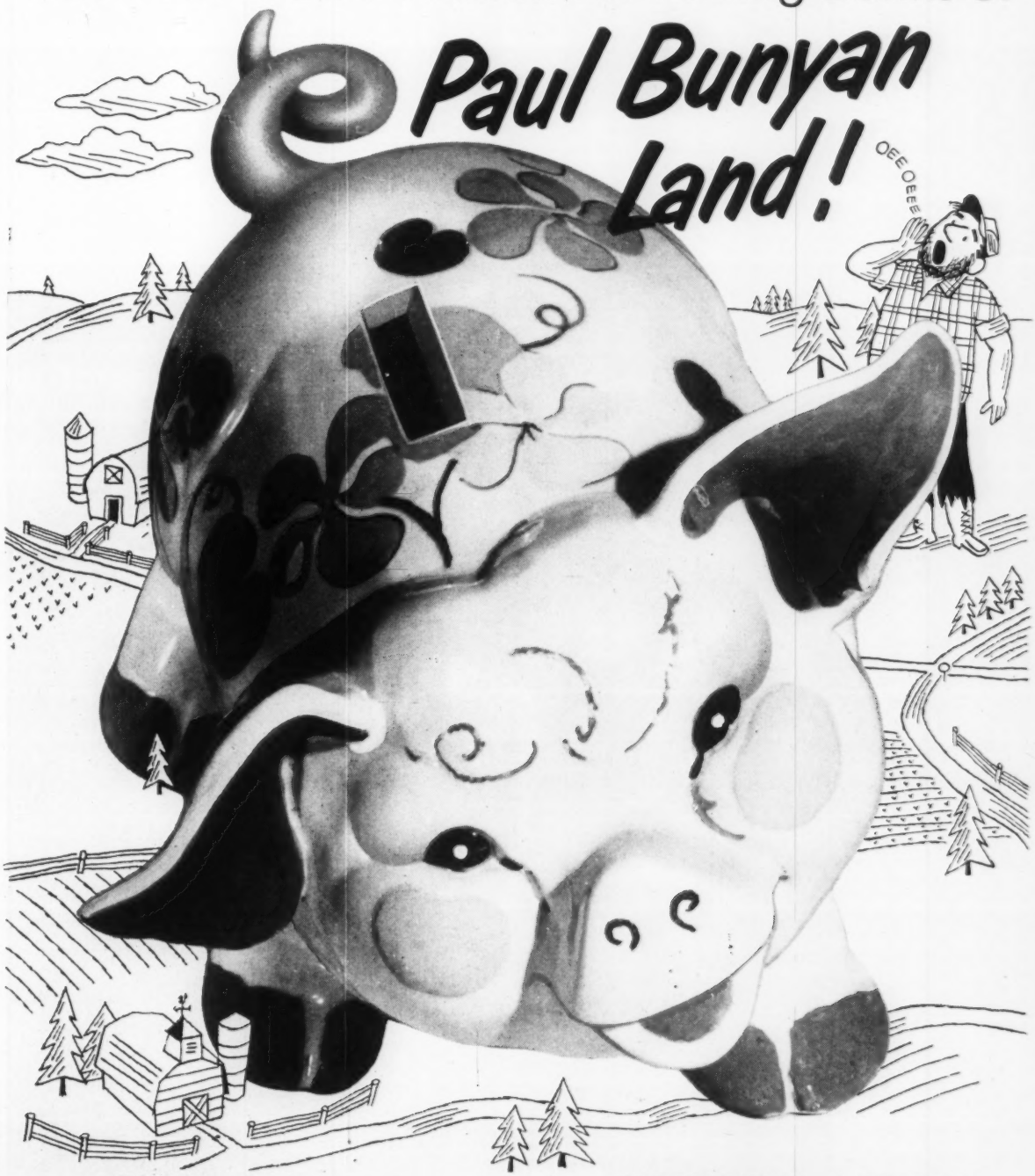
PRESIDENT Dwight D. Eisenhower last Thursday signed the "Declaration of Freedom" document to start the year's March of Freedom campaign involving network television shows, radio programs and recordings-transcriptions.

All networks have been cooperating 100%, according to Joseph Seiferth, promotion director for both the March of Freedom and Jaeger & Jessen, Chicago agency handling national advertising for the crusade. Harry A. Jaeger, agency president, was in Washington for the White House signing.

NBC-TV's *Today* was among those shows planning to feature the crusade, with a special program last Friday.

The campaign was conceived by the National Assn. of Evangelicals. Dr. Clyde Taylor, of Washington, explained the campaign last Tuesday in an eight-minute talk translated by the Voice of America into 40 languages and beamed throughout the world. Sen. Frank Carlson (R-Kans.) is March of Freedom chairman.

This Year... 200 Million for the Pig Banks of Paul Bunyan Land!



The more than 5 million hogs which go annually to market from Paul Bunyan Land will sell—on today's market—for $40.00 each or more.

Staggering as that may seem—here's another amazing condition—the unique position of WCCO. Able to reach a million radios and a half million TV sets—WCCO can deliver *more* of them than any other station! One station ***can*** cover Paul Bunyan Land!

MINNEAPOLIS • ST. PAUL

WCCO

CBS

RADIO—50,000 Watts—830 K.C.
TELEVISION—100,000 Watts—Ch. 4

Howrey Names Murchison, Green to FTC Positions

FEDERAL Trade Commission Chairman Edward F. Howrey last week announced appointment of David C. Murchison as his legal advisor and assistant and Fitzhugh Green as executive assistant for public affairs.

Mr. Murchison will handle both legal and administrative affairs for Chmn. Howrey. He formerly was associate general counsel of the Small Defense Plants Administration and from November 1949 to January 1951 was legal assistant to the Under Secretary of the Army.

Mr. Howrey also named Thomas P. Baxter, chief of the FTC Div. of General Services, as security officer of the FTC. Harold A. Kennedy was appointed security legal officer.

WTAR Asks for Hearing On WCAV Sale to WRVA

WTAR Radio Corp. (WTAR-AM-FM-TV Norfolk) last week petitioned the FCC to designate for hearing an application by Cavalier Broadcasting Corp. (WCAV Norfolk) to assign WCAV's license to Larus & Brother Co., licensee of WRVA WRVB (FM) Richmond and WRVC (FM) Norfolk.

Purchase of WCAV for $125,000 by Larus was reported last month [B•T, June 29, 8]. After WTAR-AM-FM-TV announced it would switch from NBC to CBS affiliation [B•T, May 25], WCAV filed June 4 for assignment of license to Larus "to increase radio service to the tidewater area of Virginia" previously served by WRVA (a CBS affiliate), but expected to be decreased by WTAR's CBS affiliation. This application said WCAV would attempt to secure the NBC affiliation vacated by WTAR.

WTAR charges the WCAV petition fails to state "another, if not the primary reasons (for the sale) . . . that the acquisition of WCAV will merely afford Larus & Brother Co. a second outlet in the Norfolk market," in contravention of FCC multiple ownership rules and against the public interest.

The WTAR petition filed by Eliot C. Lovett, its Washington attorney, alleges that WRVA, since going on the air with 50 kw in 1939, has made claims at various times that the Richmond station's signal "blankets" the Norfolk market; that WRVA has maintained a secondary studio in Norfolk; that it advertises WRVA programs in Norfolk; that it pays an extra fee to *Standard Rate & Data* for listing its call letters under both Norfolk and Richmond, and that Pulse surveys in Norfolk last December and January show WRVA as the third most popular station in the area.

WRVA now is "discreetly silent" about its Norfolk activity and its engineering report minimizes overlap with WCAV, WTAR charges.

FCC Deletes WTTT; Bid for Facilities Pends

WTTT Coral Gables, Fla. assigned 1490 kc, 250 w unlimited last week was deleted by the FCC. The Commission dismissed for lack of prosecution the application of Atlantic Shores Broadcasting Inc., licensee of WTTT, for license renewal.

Application of Allen Henry Rosenson, owner WLRD-FM Miami Beach, Fla., for the same facilities pends.

ABC EXPLORES KMPC PURCHASE; COST FACTOR NOT DISCLOSED

Network is understood to be offering its o & o KECA Hollywood as a possible part payment. KMPC's Reynolds and Autry say they are willing to listen to ABC's proposal which "isn't a fishing expedition."

OFFERING its owned-and-operated KECA Hollywood as a possible part payment, ABC last week started "exploratory" negotiations to buy KMPC, that city, for an undisclosed sum.

Robert O. Reynolds, vice president and general manager of KMPC, told B•T that neither he nor Gene Autry, president, had any "preconceived ideas of price," but they are willing to listen to ABC's proposal, which he said "isn't a fishing expedition."

ABC's primary interest in acquiring KMPC is its more favorable 710 dial position, plus 50 kw daytime and 10 kw night coverage, as compared to KECA's 5 kw day and night and 790 dial spot. The deal would include the KMPC 21 acre transmitter site near Burbank.

Renewed Interest

Renewed interest of ABC in acquiring KMPC is an outgrowth of conversation between network executives and those of the station more than a year ago, it was said.

Under FCC duopoly rules ABC would be forced to dispose of KECA if the KMPC deal is consummated.

Messrs. Autry and Reynolds and several associates bought KMPC from the G. A. (Dick) Richards estates for $800,000 late last year.

JOHNSTON TO HEAD BIRMINGHAM'S TCA

HENRY P. JOHNSTON, managing director of the Birmingham News Co.'s radio properties for 17 years and the firm's executive vice president, has been named president and managing director of the Television Corp. of Alabama, licensee of WAPI WAFM (FM) and WAFM-TV Birmingham.

Birmingham News Co., which recently purchased the stations [B•T, April 13], took over management of these properties Wednesday after the FCC on June 26 approved the firm's sale of WSGN-AM-FM-TV Birmingham to Jemison Broadcasting Co. (see ACTIONS OF THE FCC).

Mr. Johnston

Mr. Johnston said Lionel Baxter, WAPI WAFM (FM) operations, commercial and promotion manager and program director, will be vice president and radio operations manager of TCA. C. P. Persons Jr., WAFM-TV operations and commercial manager, program director and film buyer, will be TCA vice president and TV operations manager.

Additional Posts

Ray A. Furr, former station operations manager of WSGN-AM-FM, becomes assistant to the TCA president and manager of special services. J. V. Sanderson, former chief engineer of WSGN, will supervise TCA's technical operations for both radio and TV.

Mr. Johnston also is president of the Huntsville Times Co., which operates WHBS-AM-FM Huntsville. He is a past president of the Alabama Broadcasters Assn., a past director of NAB (now NARTB) and a past member of ABC Stations Planning and Advisory Committee.

All three of the TCA stations will retain their CBS affiliations and WAFM-TV will continue to hold affiliation with ABC and DuMont TV Networks, Mr. Johnston said.

WAPI has an application pending with FCC for increase to 50 kw power. WAFM-TV has been granted a construction permit to increase effective radiated power to full 316 kw, while WAFM (FM) shortly will increase ERP from 53 to 71 kw, Mr. Johnston said.

WTMJ-TV Airs Tests For Move to Ch. 4

WTMJ-TV Milwaukee has been airing test patterns on Ch. 4 since June 22 in preparing to switch to that channel from Ch. 3 about July 11, the station reported last week. Daily one-hour tests are made after the WTMJ-TV sign-off on Ch. 3 or the WBBM-TV Chicago sign-off on Ch. 4, whichever is later, and also from 5:30 to 7:30 a.m. daily.

The WTMJ-TV tests employ its 10 kw transmitter, its new 1,035-ft. tower and new antenna, with effective radiated power of 75 kw. When work on the station's 25 kw amplifier is completed it will be used with full 100 kw ERP, it was said.

WBBM-TV Plans Boost To 100 kw in November

WBBM-TV Chicago plans to increase its effective radiated power to 100 kw when a new antenna installation is completed sometime next November, H. Leslie Atlass, vice president in charge of CBS Central Div., has announced. The station has been authorized temporary transmitter output power of 5 kw visual and 3 kw aural.

WBBM-TV shifted from Ch. 4 to Ch. 2 yesterday (Sunday).

Harry Nace Sr. Dies; Was KTYL Vice President

FUNERAL services were held Friday for Harry L. Nace Sr., 67, vice president and stockholder of KTYL-AM-TV Phoenix who died Tuesday of a self-inflicted gunshot wound. Mr. Nace headed the Nace theatre circuit in Arizona and had spent 36 years in show business.

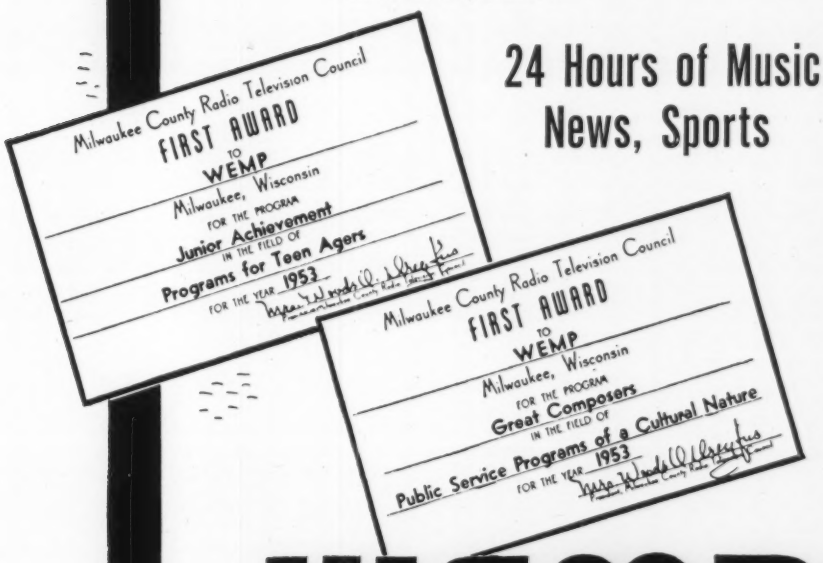
Surviving are his son, Harry L. Nace Jr., president-general manager of KTYL-AM-TV; two grandchildren; two brothers, and two sisters.

The Station that Serves Well, SELLS WELL!

Like a strong, willing hand, ready to help whenever and however it's needed most, that's the way Milwaukee looks at WEMP. Civic and religious groups have recognized many WEMP public service endeavors with plaques, certificates and other awards. Two more "firsts" were added recently by the Milwaukee County Radio-TV Council.

WEMP is proud to serve the groups you see here. Many must have fast results to make their campaigns successful. That's why they lean heavily on WEMP, the community station.

Advertisers, too, who want real results depend upon WEMP to deliver the goods around the clock 24 hours a day and all through the year. Get in touch with your Headly-Reed man for full information about Milwaukee's outstanding fulltime independent.



24 Hours of Music, News, Sports

Anti-Defamation League
American Bible Society
American Cancer Society
American Heritage Foundation
American Red Cross
Archdiocesan Catholic Charities
Arion Musical Society
Blood for Defense
Bonds for Israel
Boy Scouts of America
CARE
Civic Concert Assn.
Civil Defense
Civil Air Patrol
Community Welfare Council
Community Fund
Christ Into Christmas
Crime Prevention
Disabled American Veterans
Easter Seals
Employ the Handicapped
Federal Housing Administration
Forest Fire Prevention
Girl Scouts of America
Goodwill Industries
Greater Milwaukee Committee
Internal Revenue Dept.
Junior Achievement, Inc.
Junior League of Milwaukee
League of Women Voters
Lions
March of Dimes
Marquette University
Mayor's Cost of Living Comm.
Mayor's Comm. on Human Rights
Milwaukee Art Institute
Milwaukee Assn. of Commerce
Milwaukee Boy's Club
Milwaukee Citizenship Comm.
Milwaukee County Assn. for Blind
Milwaukee County Assn. for Disabled
Milwaukee County Mental Health Society
Milwaukee County Park Commission
Milwaukee County Hospitals
Milwaukee County Council of Churches
Milwaukee JCC
Milwaukee International Institute
Milwaukee Operatic Guild
Milwaukee Election Commission
Milwaukee Fire Dept.
Milwaukee Municipal Recreation Dept.
Milwaukee Safety Commission
Milwaukee Health Dept.
Milwaukee Police Dept.
Milwaukee Public Schools
Milwaukee Urban League
Milwaukee Public Library
Mt. Olive Lutheran Church
Multiple Sclerosis Society
Muscular Dystrophy Society
Milwaukee Parent-Teachers Assn.
National Safety Council
National Conference of Christians and Jews
National Council of Churches
Negro College Fund
Office of Price Stabilization
Salvation Army
Sacred Heart Society
Shrine Circus—Benefit Football
Sister Kenny Foundation
Social Security Administration
State Dental Society
State Historical Society
State Medical Society
The Christophers
Travelers Aid Society
U. S. Army & Air Force
U. S. Coast Guard
U. S. Defense Bonds
U. S. Marine Corps
U. S. Navy
U. S. Nurses Corps
United Hospitals Fund
United Nations
University of Wisconsin
Veterans Administration
Wage Stabilization Board
Wisconsin Anti-T. B. Assn.
Wisconsin Heart Assn.
Wisconsin National Guard
Wisconsin State Fair
Wisconsin State Employment Service
Wisconsin State Motor Vehicle Dept.
World Federalists
Y.M.C.A.
Y.W.C.A.

WEMP

WEMP-FM

17 Years In MILWAUKEE

SEVEN NEW TV STATIONS BEGIN, BRING COMMERCIAL TOTAL TO 194

Post-thaw operating video outlets now 45 vhf commercial, one vhf noncommercial and 41 uhf commercial for total of 87.

SEVEN new television stations were to have started programming last week, raising the total commercial outlets on the air to 194, plus one noncommercial outlet.

These are the video outlets which were to begin operation:

KCMC-TV Texarkana, Tex., vhf Ch. 6; KCSJ-TV Pueblo, Colo., vhf Ch. 5; KFXD-TV Nampa, Ida., vhf Ch. 6; KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12; WKOW-TV Madison, Wis., uhf Ch. 27; WOSH-TV Oshkosh, Wis., uhf Ch. 48, and WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54.

This boosts post-thaw vhf stations to 45 commercial and one noncommercial, and 41 uhf stations. Total: 87.

A number of stations are on the air with test patterns; here are reports from some of the grantees:

• KFXD-TV Nampa began commercial programming June 29, David H. Lee, spokesman, reported last week. He said the station began telecasting with film experimentally June 25, having put its test pattern on the air a few days before [B•T, June 22]. He said the station will operate from 5 to 7 p.m.

"We do not have the money to purchase expensive film broadcasts," he said. "Therefore, we are programming free film with commercial spots as we sell them. Then as we sell specified time segments during the above time period we will 'bump off' free film and begin the telecasting of that paid program."

The Boise Valley station is represented by George P. Hollingbery.

• WKOW-TV Madison last week completed its tower and began test patterns, according to Michael Henry, general manager. Date of commercial operation was to be announced later in the week.

WKOW-TV will operate with ERP of 87 kw. Antenna is 610 ft. above average terrain and 596 ft. above ground. The station is a CBS-TV affiliate, is represented by Headley-Reed TV Inc. and is licensed to Monona Broadcasting Co. (WKOW). RCA equipment is being used.

• KCSJ-TV Pueblo started test patterns June 29. Douglas D. Kahle, president, said the pattern was being aired 10-11:30 a.m., 1:30-3 p.m. and 7-8 p.m. KCSJ-TV is represented by Avery-Knodel.

• KIMA-TV Yakima, Wash., began test patterns June 30 and plans commercial programming July 19, Tom Bostic, vice president in charge of television, said Wednesday. He said the station will operate with low power for a month; General Electric expects to ship its 1 kw amplifier before Aug. 1.

Construction of the KIMA radio and television center is proceeding rapidly, according to Mr. Bostic. He said he had been assured the studio portion will be ready 10 days before commercial programming starts. The remainder of the structure will be completed about Aug. 1, and will provide 15,000 sq. ft. space.

Proposed hours of operation are set for 4 to 11 p.m., seven days a week. About 30% of programming will be live, Mr. Bostic disclosed. KIMA-TV is represented nationally by Weed Television and in Seattle and Portland by Art Moore.

NEGOTIATING for an enlarged transmitter site for their vhf Ch. 7 outlet in Pine Bluff, Ark., assigned the call KATV (TV), are (l to r): James C. Leake, executive vice president; Pete Taylor, Taylor & Co. real estate, Pine Bluff; John Griffin, Central-South Sales Co. president, and John Esau, administrative vice president. Central-South, permittee, received the grant last month [B•T, June 22].

* * *

• WGVL (TV) Greenville, S. C., plans a test pattern July 15, commercial programming Aug. 1, a spokesman said. The uhf Ch. 23 station, affiliated with ABC-TV, is represented by H-R Television Inc.

KBES-TV Sets Aug. 1

• KBES-TV Medford, Ore., plans its test pattern about July 15 and to begin commercial programming Aug. 1, William B. Smullin, president, said. The vhf Ch. 5 station will be CBS-TV interconnected and will take programs from the other TV networks. It is represented by Blair-TV. A GE transmitter with 29.2 kw ERP visual will be used; antenna height above average terrain is 429 ft.

KIEM-TV Eureka, Calif., another Smullin TV station, will start programming a month after KBES-TV goes on the air commercially. KIEM-TV will be CBS-TV non-interconnected and will carry programs from the other TV networks. It is represented by Blair TV, and will use a GE transmitter with 14.6 kw ERP visual and an antenna 1,573 ft. above average terrain on vhf Ch. 3.

Time on the stations can be purchased separately or in combination, Mr. Smullin said.

• WNAO-TV Raleigh, N. C., has received a 1 kw Federal transmitter, Charles W. Stone, general manager, reported. A July 8 date is set for test patterns, he said, and commercial programming is to start July 15.

WNAO-TV, assigned uhf Ch. 28, is to be affiliated with ABC-TV, CBS-TV and DuMont. It is represented by Avery-Knodel Inc.

• WPFA (TV) Pensacola, Fla., has set its commencement date Aug. 15, F. E. Busby of the station announced. National representative is Adam Young Television Inc.

• KFSD-TV San Diego, Calif., assigned vhf Ch. 10, should be ready for tests early in August, John C. Merino, manager, said. He said work on the transmitter tower antenna will begin in mid-July. Work on the KFSD building on Mt. Soledad will begin in a few days and is expected to be completed by the time an RCA transmitter arrives, about mid-July, he said. Station will be represented by The Katz Agency.

• WCOC-TV Meridian, Miss., plans to be on the air with commercial programming Sept. 1, Withers Gavin said last week. The uhf Ch. 30 outlet will be affiliated with CBS-TV.

• WICS (TV) Springfield, Ill., contemplates a Sept. 1 starting date on uhf Ch. 20. It is represented by Adam Young Television Inc.

• WTOB-TV Winston-Salem, N. C., due on the air about Sept. 15, will have "facilities as fine as any in the South," James W. Coan, station president, said last week. "A mammoth studio 80 ft. by 50 ft. will be included," he said.

WTOB-TV bought WAVE-TV's 500 ft. tower, abandoned when the station moved to a new site. Mr. Coan said his station's RCA transmitter and antenna arrived last week for the uhf Ch. 26 outlet. Representative is H-R television Inc.

KLZ-TV Begins Construction

• Hugh Terry, president and general manager of KLZ-TV Denver, which last Monday received final decision from FCC on its application for vhf Ch. 7 involved in hearing with Denver Television Co. (see story page 50, editorial page 110), announced immediately after the Commission's decision that the station "already has begun television construction."

Operation of KLZ-TV will begin in mid-fall, probably late October, Mr. Terry said. RCA equipment will be installed.

Mr. Terry, in New York last Wednesday, completed arrangements for CBS-TV affiliation. KLZ is a long-time affiliate of CBS Radio. The national representative, also handling KLZ, is The Katz Agency.

• Officials of Central-South Sales Co. started action last week after FCC's precedent-setting grant of vhf Ch. 7 to the firm in Pine Bluff,

One Chicago TV Antenna?

POSSIBILITY that Chicago TV stations in time all may operate from a single master antenna as in New York has been raised by H. Leslie Atlass, vice president in charge of CBS Central Div. Mr. Atlass on June 26 said such an antenna could be assembled for $400,000-$500,000 and that all stations would beam signals from it as a matter of economic interest. He said such a plan has been discussed informally among Chicago TV executives.

1951 we said we would...

As soon as we stepped into the TV field with our pioneer station, Channel 6, we said we would strive to give the advertiser, within a short time, the most complete and efficient coverage of the Island of Cuba.

1952 and we did...

For over a year now, the five stations which make up our National Television Network — the first in Latin America — have been in operation, covering more than 80% of the Cuban territory (nearly 5 million people).

1953 even more...

Last February we went even further and took over the management and operation of a local Havana television station, CMBF-TV, Channel 7, devoted exclusively to sports, news, documentaries and feature films.

Our scope is constantly widening

This excellent setup, plus the best technical facilities and manpower, enable us to maintain a preferred position in the field of television, thus assuring our clients the largest share of the Cuban televiewing audience.

CMQ Televisión

Habana - Channel 6
Matanzas - Channel 9
Sta. Clara - Channel 5
Camagüey - Channel 4
Santiago - Channel 2

IN CUBA, LET CMQ SELL FOR YOU!

WMT-TV Cedar Rapids, Iowa, breaks ground for its $98,000, 704-ft. tower, with Vice Pres. and Gen. Mgr. William B. Quarton superintending. Waiting their turn at the shovel are (l to r) Doug Grant, TV program director; Helen Roberts, continuity director; Mr. Quarton, and George Hixenbaugh, chief engineer. WMT-TV, a basic CBS affiliate, plans start on vhf Ch. 2 Sept. 27.

Ark. [B•T, June 22]. The station received the grant after FCC dismissed a "strike" application for the same channel.

John Esau, administrative vice president, said that instead of a 500 ft. tower and six-bay antenna, the new station, to have the call letters KATV (TV), will have a 650 ft. tower topped with a 12-bay antenna.

Mr. Esau said the Grade A coverage area will embrace more than a million people. Plans are to put the station on the air within 90 days, he added, giving Arkansas its first vhf TV service.

KATV (TV) will begin with 80 kw visual ERP, and when equipment is available will boost to 316 kw ERP.

Central-South Sales Co. officers are John Griffin, president; James C. Leake, executive vice president; Bryan Mathes, secretary-treasurer, and Mr. Esau. Principals of the corporation also operate KTUL Tulsa, Okla., KOMA Oklahoma City and KFPW Fort Smith, Ark. As the Griffin Radio & TV interests they have applied for vhf Ch. 9 in Oklahoma City and vhf Ch. 8 in Muskogee, Okla.

• RCA Victor, Camden, N. J., last week shipped one 10 kw vhf transmitter, one 2 kw vhf transmitter and one 1 kw uhf transmitter.

The 10 kw unit went to KGNC-TV Amarillo, Tex., which, since going on the air March 4, has been using a 2 kw transmitter. The new equipment, with a 12-section supergain antenna, will allow the vhf Ch. 4 station to boost ERP to 100 kw—maximum allowable.

KRDO-TV Colorado Springs, assigned vhf Ch. 13, is getting the 2 kw transmitter. A six-bay superturnstile antenna already has been delivered, RCA said. When the station goes on the air in late August, it will have ERP of about 13 kw.

To receive the 1 kw uhf transmitter is WILS-TV Lansing, Mich., assigned uhf Ch. 54. An RCA spokesman said the station's antenna and auxiliary equipment will be shipped early this month.

• Niagara Mohawk Power Corp. sponsored a television "town meeting" in conjunction with Buffalo, N. Y., TV receiver distributors and WBUF-TV, uhf Ch. 17 station due to begin this summer. More than a thousand dealers and distributors attended, Sherwin Grossman, WBUF-TV president, said. Speakers included Gary L. Cohen, WBUF-TV executive vice president, Henry E. Bowes, Philco Corp. uhf representative, and Frank Pellegrin, vice president of H-R Television Inc.

• Here are listed in chronological order the stations which have started or contemplate commercial programming before fall:

On the Air

(With Commercial Programming)

KCMC-TV Texarkana, Tex., vhf Ch. 6, represented by O. L. Taylor, affiliated with CBS-TV (started July 1).

KCSJ-TV Pueblo, Colo., vhf Ch. 5, represented by Avery-Knodel Inc. (test pattern began June 29).

KFXD-TV Nampa, Idaho, vhf Ch. 6, represented by George P. Hollingbery (started June 29).

KTVH (TV) Hutchinson-Wichita, Kan., vhf Ch. 12, represented by H-R Television Inc., affiliated with CBS-TV (started July 1).

WKOW-TV Madison, Wis., uhf Ch. 27, represented by Headley-Reed TV Inc., affiliated with CBS-TV (test pattern began June 30).

WOSH-TV Oshkosh, Wis., uhf Ch. 48, represented by Headley-Reed TV Inc., affiliated with ABC-TV (started June 27).

WTVI (TV) St. Louis (Mo.)-Belleville (Ill.), uhf Ch. 54, represented by Weed Television, affiliated with DuMont (started July 1).

July 7

KTXL-TV San Angelo, Tex., vhf Ch. 8, represented by O. L. Taylor Co., affiliated with CBS-TV.

July 12

KIDO-TV Boise, Idaho, vhf Ch. 7, represented by Blair-TV, affiliated with CBS-TV, DuMont and NBC-TV.

July 15

KAFY-TV Bakersfield, Calif., uhf Ch. 29, represented by Forjoe TV Inc., affiliated with all TV networks (now on the air with test pattern).

WAKR-TV Akron, Ohio, uhf Ch. 49, represented by Weed Television, affiliated with ABC-TV (now on the air with a test pattern).

WCAN-TV Milwaukee, Wis., uhf Ch. 25, represented by O. L. Taylor Co.

WGLV (TV) Eaton, Pa., uhf Ch. 54, represented by Headley-Reed TV Inc., affiliated with ABC-TV and DuMont.

WICA-TV Ashtabula, Ohio, uhf Ch. 15, represented by Gill Perna Inc.

WILK-TV Wilkes-Barre, Pa., uhf Ch. 34, represented by Avery-Knodel Inc., affiliated with DuMont.

WMTV (TV) Madison, Wis., uhf Ch. 33, represented by the Bolling Co., affiliated with ABC-TV, NBC-TV and DuMont.

WNAO-TV Raleigh, N. C., uhf Ch. 28, represented by Avery-Knodel Inc., affiliated with ABC-TV, CBS-TV and DuMont.

WTPA (TV) Harrisburg, Pa., uhf Ch. 71, represented by Headley-Reed TV Inc. (now on the air with a test pattern).

July 16

WISE-TV Asheville, N. C., uhf Ch. 62, represented by The Bolling Co.

WTVP (TV) Decatur, Ill., uhf Ch. 17, represented by George W. Clark Inc., affiliated with ABC-TV and DuMont.

July 19

KFSA-TV Fort Smith, Ark., uhf Ch. 22, represented by John E. Pearson Television, affiliated with DuMont.

KIMA-TV Yakima, Wash., uhf Ch. 29, represented by Weed Television (test pattern began June 30).

July 25

KEYT (TV) Santa Barbara, Calif., vhf Ch. 3, represented by George P. Hollingbery Inc., affiliated with all TV networks.

Late July

WATR-TV Waterbury, Conn., uhf Ch. 53, represented by William Rambeau Co., affiliated with ABC-TV and DuMont.

PUSHING the console button which put KSD-TV St. Louis into operation on its new, and maximum, 100 kw effective radiated power is George M. Burbach, general manager of the *Post Dispatch* station. The power boost went into effect last month. Supervising the operation is Ed Lisk, chief engineer.

Aug. 1

KBES-TV Medford, Ore., vhf Ch. 5, represented by Blair TV, affiliated with all TV networks.

KEDD (TV) Wichita, Kan., uhf Ch. 16, represented by Edward Petry & Co. (TV Div.), affiliated with ABC-TV and NBC-TV.

KFEQ-TV St. Joseph, Mo., vhf Ch. 2, represented by Headley-Reed TV Inc., affiliated with CBS-TV and DuMont.

KMMT (TV) Austin, Minn., vhf Ch. 6, represented by John E. Pearson TV Inc.

KQTV (TV) Fort Dodge, Iowa, uhf Ch. 21,

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

•

For full details, write, wire or ask Headley-Reed

WSYR SYRACUSE 570 KC

NBC Affiliate In Central New York

KDYL MERCHANDISING
Hits the "Bullseye" in Sales Results

WHAT KDYL'S MERCHANDISING ORGANIZATION OFFERS YOU:

- **Startling Point-Of-Purchase Displays.**
- **Letters, Brochures and Mailers To Grocery and Drug Retail Outlets.**
- **Close Alliance with Brokers and Distributors.**
- **Follow-Up Sales Surveys.**

Coordinated calls by KDYL's merchandising team to brokers and retailers, plus placing of these eye-catching "bullseye" display pieces — with your product attached — means powerful merchandising support in the fast-growing Intermountain West.

Write for details, or see your Blair man TODAY!

KDYL
NBC affiliate
Salt Lake City, Utah

National Representative
JOHN BLAIR & CO.

represented by John E. Pearson TV Inc.

KRBC-TV Abilene, Tex., vhf Ch. 9, represented by John E. Pearson TV Inc.

KTVE (TV) Longview, Tex., uhf Ch. 32.

WENS (TV) Pittsburgh, Pa., uhf Ch. 16, represented by Edward Petry & Co., affiliated with ABC-TV.

WGVL-TV Greenville, S. C., uhf Ch. 23, represented by H-R Television Inc., affiliated with ABC-TV.

WJHL-TV Johnson City, Tenn., vhf Ch. 11, represented by John E. Pearson TV Inc.

WTCN-TV Minneapolis, Minn., vhf Ch. 11 (shares time with WMIN-TV St. Paul), represented by Blair TV.

WTVU (TV) Scranton, Pa., uhf Ch. 73, represented by The Bolling Co.

Aug. 15

KFAZ-TV Monroe, La., uhf Ch. 43, represented by Headley-Reed TV Inc.

KMBC-TV Kansas City, Mo., vhf Ch. 9 (shares time with WHB-TV Kansas City), represented by Free & Peters, affiliated with CBS-TV.

KTAG (TV) Lake Charles, La., uhf Ch. 25, represented by Adam Young Television Inc.

WBUF-TV Buffalo, N. Y., uhf Ch. 17, represented by H-R Television Inc., affiliated with ABC-TV and DuMont.

WHB-TV Kansas City, Mo., vhf Ch. 9 (shares time with KMBC-TV Kansas City), represented by Blair TV, affiliated with CBS-TV.

WPFA (TV) Pensacola, Fla., uhf Ch. 15, represented by Adam Young Television Inc.

WVEC-TV Hampton, Va., uhf Ch. 15, represented by William G. Rambeau, affiliated with NBC-TV.

Aug. 22

WETV (TV) Macon, Ga., uhf Ch. 47, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

Late August

KOPR-TV Butte, Mont., vhf Ch. 4, represented by George P. Hollingbery.

KRDO-TV Colorado Springs, Colo., vhf Ch. 13, represented by Joseph Hershey McGillvra Inc.

Sept. 1

KFSD-TV San Diego, Calif., vhf Ch. 10, represented by The Katz Agency.

KIEM-TV Eureka, Calif., vhf Ch. 3, represented by Blair TV, affiliated with all TV networks.

KSTM-TV St. Louis, Mo., uhf Ch. 36, represented by H-R Television Inc., affiliated with ABC-TV.

WCIA-TV Champaign, Ill., vhf Ch. 3, represented by George P. Hollingbery.

WCOC-TV Meridian, Miss., uhf Ch. 30, affiliated with CBS-TV.

WICS (TV) Springfield, Ill., uhf Ch. 20, represented by Adam Young Television Inc.

WNCT (TV) Greenville, N. C., vhf Ch. 9, represented by John E. Pearson Co., affiliated with CBS-TV.

WNOK-TV Columbia, S. C., uhf Ch. 67, represented by Paul H. Raymer Co., affiliated with CBS-TV and DuMont.

WTVH (TV) Peoria, Ill., uhf Ch. 19, represented by Edward Petry & Co.

Sept. 10

WNLC-TV New London, Conn., uhf Ch. 26, represented by Headley-Reed TV Inc.

Sept. 15

KNOE-TV Monroe, La., vhf Ch. 8, represented by H-R Television Inc.

KNUZ-TV Houston, Tex., uhf Ch. 39, represented by Forjoe & Co.

KYTV (TV) Springfield, Mo., vhf Ch. 3, represented by George P. Hollingbery Co.

WBCK-TV Battle Creek, Mich., uhf Ch. 58, represented by Headley-Reed TV Inc.

WHBQ-TV Memphis, Tenn., vhf Ch. 13, represented by Blair TV.

WTOB-TV Winston-Salem, N. C., uhf Ch. 26, represented by H-R Television Inc.

Sept. 27

KCMO-TV Kansas City, Mo., vhf Ch. 5, represented by The Katz Agency.

WMT-TV Cedar Rapids, Iowa, vhf Ch. 2, represented by Katz Agency, affiliated with CBS-TV.

WMAZ-TV Macon, Ga., vhf Ch. 13, represented by The Katz Agency, affiliated with CBS-TV and DuMont.

Oct. 1

KGBS-TV Harlingen, Tex., vhf Ch. 4, represented by John E. Pearson Co.

KUTV (TV) Salt Lake City, Utah, vhf Ch. 2, represented by George P. Hollingbery Co.

WDAK-TV Columbus, Ga., uhf Ch. 28, represented by Headley-Reed TV Inc., affiliated with NBC-TV.

WEHT (TV) Henderson, Ky., uhf Ch. 50, represented by Meeker TV Inc.

WNOW-TV York, Pa., uhf Ch. 49, represented by George P. Hollingbery, affiliated with DuMont.

WTRF-TV Wheeling, W. Va., vhf Ch. 7, represented by George P. Hollingbery, affiliated with NBC-TV.

Fall

WOKY-TV Milwaukee, Wis., uhf Ch. 19, represented by The Bolling Co.

October-November

WMGT (TV) North Adams, Mass., uhf Ch. 74, represented by the Walker Representation Co.

Nov. 1

KLZ-TV Denver, Colo., vhf Ch. 7, represented by The Katz Agency, affiliated with CBS-TV.

WTOC-TV Savannah, Ga., vhf Ch. 11, represented by The Katz Agency.

What's Cooking In Chicago?

Results and plenty of them. One agency wrote recently: "I might add that 'A to Z of Cookery' has been exceptionally well received by the housewife. Proof of this is the tremendous influx of mail requesting our client's recipes. The retailer, too, has noticed considerable movement of the line from his shelves. Let me say that we are very happy to renew our advertising schedule, and that we look forward to a long association with 'A to Z of Cookery' ".

If you want RESULTS in Chicago, look to WGN-TV for your best television buy.

The Chicago Tribune Television Station

WITH Presentations Cite 'Baltimore Is Different'

A COLORFUL presentation on "Baltimore Is Different," designed to show that the concentrated Baltimore radio market can be reached more economically through a relatively low-powered station, was presented by WITH Baltimore, 250 w independent, to a group of some 60 agency representatives at a luncheon in New York June 23.

The WITH contingent was headed by Thomas

CHICAGO presentation by WITH Baltimore saw this busy conversation. L to r, George O'Leary, vice president, Frank Duggan Agency; Jack Parks, WITH drug and grocery consultant; Kay Kennelly, timebuyer, Olian & Bronner agency; Paul Schlesinger, timebuyer, Tatham-Laird, and Robert C. (Jake) Embry, WITH vice president-commercial manager.

* * *

G. Tinsley Jr., president and general manager, with Jake Embry, commercial manager, making the presentation.

Another showing of the presentation was made by WITH June 24 before agency timebuyers and station representative executives at a Chicago luncheon. That presentation also was made by Mr. Embry. About 50 agency timebuyers attended. Forjoe & Co. is national sales representative for WITH.

WKYR Begins Operation

WKYR Keyser, W. Va., went on the air June 24 with 1 kw on 1270 kc, with Glacus G. Merrill, president of Potomac State Broadcasting Co., licensee, and owner of WHAR Clarksburg, supervising construction. Construction time was 48 days, he said.

Mr. Merrill said he will act as liaison president and general manager of both stations. South C. Bevins will be WKYR station manager and Kenneth Dall, program director. He said WKYR is housed in a new modern studio and transmitter building and will serve parts of Pennsylvania, Maryland and West Virginia.

KBEL Idabel Now on Air

NEW AM station in Oklahoma is reported by Winston O. Ward, general manager of the now operating outlet, KBEL Idabel. KBEL is 250 w unlimited on 1240 kc. Mr. Ward also is owner-general manager of KIMP Mt. Pleasant. Licensee of KBEL is Idabel Broadcasting Co. Cliff Taylor is the station manager and J. P. Stanley is the commercial manager.

GOOD FOR A PROFITABLE PASSAGE THROUGHOUT THE MID-SOUTH'S FASTEST-GROWING MARKET

GREENSBORO, N. C. via wfmy-tv

WINSTON-SALEM, N. C. via wfmy-tv

DURHAM, N. C. via wfmy-tv

ASHEBORO, N. C. via wfmy-tv

DANVILLE, VA. via wfmy-tv

HIGH POINT, N. C. via wfmy-tv

REIDSVILLE, N. C. via wfmy-tv

LEXINGTON, N. C. via wfmy-tv

BURLINGTON, N. C. via wfmy-tv

THOMASVILLE, N. C. via wfmy-tv

SALISBURY, N. C. via wfmy-tv

MARTINSVILLE, VA. via wfmy-tv

this is just the ticket to sell the real North Carolina market.

If you want to go places in a profitable way throughout the fastest-growing area of the fast-growing mid-South . . WFMY-TV is ready to cover a lot of ground for you in a hurry.

Your itinerary, via Channel 2, includes a market that's $1,500,000,000 strong in buying power . . home of some of the biggest, best-known names in American manufacturing . . rich with payrolls that stem from a busy combination of industry and agriculture.

When your message travels via WFMY-TV, you're sure of a warm and resultful welcome in television homes all over this progressive region. For more sales in the heart of the mid-South, WFMY-TV is just the ticket!

wfmy-tv

Basic CBS Affiliate — Channel 2

Greensboro, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York—Chicago—San Francisco

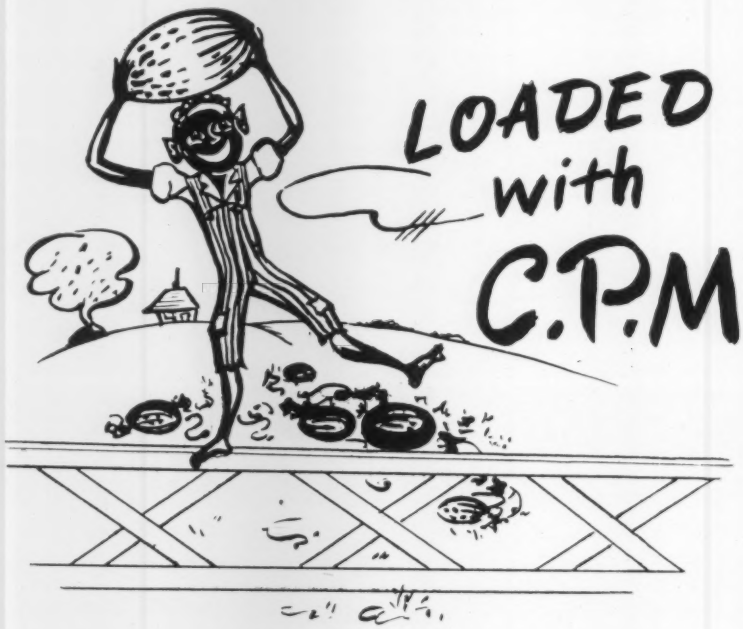
'Shakedown' of WBAL-TV Charged in Zoning Case

ALLEGED "shakedown" of WBAL-TV Baltimore in connection with its effort to obtain a zoning ordinance for a new tower is being investigated by Baltimore city officials. WBAL-TV has asked passage of an ordinance permitting erection of a 750-foot tower designed to bring power up to the 316 kw maximum.

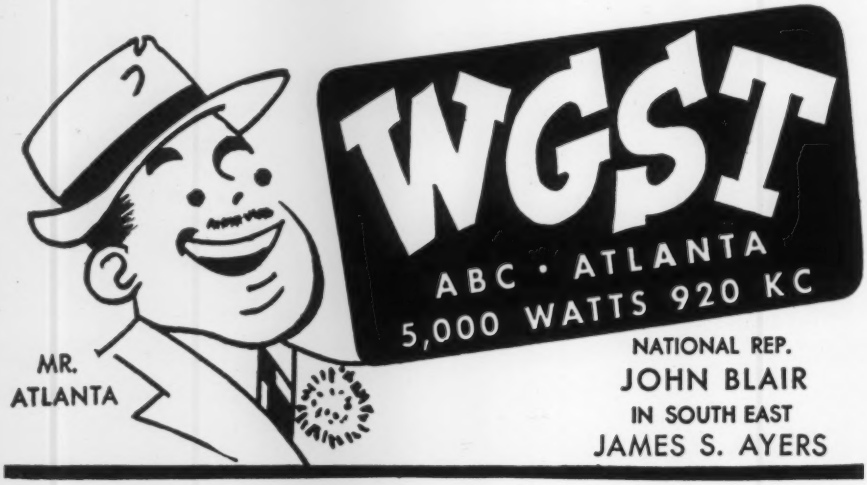
Anselm Sodaro, State's attorney, summoned Maurice J. Soypher, attorney and member of the Maryland House of Delegates, for questioning today (Monday) in connection with the incident. Mr. Soypher is listed in city records as counsel for persons opposed to an ordinance permitting transfer of the tower site from residential to commercial use.

The shakedown charge was made last week by Acting Mayor Arthur B. Price, of Baltimore. He said the station was told it would have to pay "a fee" of $15,000 before the ordinance could be passed. The demand was understood to have been made to Karl I. Steinman, WBAL-TV attorney.

WBAL-TV has federal permission to erect the tower on the site, adjacent to the present 414-foot tower, according to the acting mayor. He said WBAL-TV refused to yield to the demand for a $15,000 fee. Passage of the ordinance requires a three-fourths council vote because of the number of property owners who have complained. WAAM (TV) Baltimore has asked a similar zoning change but its case requires only a simple majority vote.



This boy knows how to pick the cream of the crop—and you will too, if you select WGST to do your selling in the rich Atlanta area. WGST is loaded with C.P.M.—COVERAGE, PROGRAMMING, MERCHANDISING. Better follow the natives and make the right choice. For full information contact WGST or our national reps today!



WISN Follows Up

AS A FOLLOW-UP to its presentation of CBS Radio's hour-long documentary, *38th Parallel, USA*, on June 26 (see IN REVIEW), WISN Milwaukee broadcast a local panel discussion at the conclusion of the documentary from 10-10:30 p.m. EDT. WISN Program Manager Leslie F. Biebel reported last week the station is presenting home-town appraisals of subjects explored in CBS Radio feature projects and added that audience reaction has been "excellent" to the four documentaries thus far this season.

Carr Follows Ross As BCA Trustee

BANKRUPTCY REFEREE David Head last fortnight approved the appointment of Fred C. Carr, general manager of Broadcasting Corp. of America (KPRO Riverside, KREO Indio, KYOR Blythe, KROP Brawley, Calif.) as the new trustee of BCA, replacing W. B. Ross, head of a Los Angeles advertising and public relations firm.

At a creditor's meeting, Ross reported a May net profit of over $6,100, bringing the 1953 net so far to $17,000. Entire net for 1952 was $22,000. Mr. Ross anticipated a net of $40,000 for all of 1953.

In turning over his trusteeship, from which he asked to be relieved, Mr. Ross recommended BCA continue operations for at least four more months, pending settlement of former owner W. L. Gleeson's $306,030 claim against the federal government. The claim arose when the FCC, by international treaty, deleted Ch. 1 from use after previously granting Gleeson use of the channel. The House Judiciary Committee recommended Gleeson's claim be settled.

When BCA was forced into involuntary bankruptcy in 1951, assets of over $211,000 were reported against liabilities of more than $431,000. Among major creditors were ASCAP, AP, Muzak Corp. and BMI.

KEAR Offers Audience Chance to Buy Stock

KEAR San Francisco President Stephen A. Cisler has asked listeners to consider purchase of $50 shares of preferred stock in the station, which claims a listener increase of 22% in the past 24 months.

The independent station's policy of refusing to accept singing commercials and such items for advertising as deodorants, used cars and laxatives, has caused it to lose considerable revenue, he said.

Mr. Cisler said finances are needed to carry out expansion planned after a recent FCC grant to KEAR of a power increase from 1 to 10 kw, but the "usual financial sources" are "not interested in backing a good music station." KEAR has operated six years with a classical music format.

Mrs. Maude Greenebaum Dies

MRS. MAUDE ANGERS GREENEBAUM, 51, wife of Milton L. Greenebaum, president, Saginaw (Mich.) Broadcasting Co., died June 28 after a lingering illness. Funeral services were held Wednesday. Mrs. Greenebaum was a member of the board of directors for Saginaw Broadcasting, licensee of WSAM-AM-FM there.

We Pay If You Pay, KGW Tells Decca Dealer

DEMAND of a northwestern Decca record distributor for an $8 charge for sample service brought from KGW Portland, Ore., a notice that it will either discontinue the use of these records or charge commercial rates for the time devoted to performance of the numbers.

Writing to Martin C. McMahon, manager of J. F. Redmond Supply Co. of Oregon, Portland distributor, KGW's program manager, Donald F. Whitman, called attention to the fact that KGW had carried 280 Decca playings in May, representing "approximately $14,000 worth of free advertising for Decca records."

Mr. Whitman noted that KGW had received about 50 records from Decca during the month, representing only $45 worth at retail rates. Projecting the May performances, he said performances "would represent $168,000 of free time" in a year.

Besides saying KGW will either discontinue use of Decca records or charge full commercial rates, Mr. Whitman said, "It would also be necessary for KGW to delete the many free plugs made for Decca records by its artists on NBC or local programs—which in themselves constitute several thousands of dollars worth of advertising each year."

Reminder that "the record industry receives more free advertising through radio than any commercial institution ought to be granted" was included in the KGW letter.

KANS Mobile Unit Pitches In When Storms Damage Wichita

WHEN two storms, bringing hail, rain and high winds, knocked all five Wichita radio outlets off the air because of power failure, KANS Wichita made its mobile unit available to the other stations in the area, Russel L. Lowe, promotion manager, reports.

Wichita's downtown area was declared an emergency zone June 22 after the storms hit, piling up damage above the million dollar mark.

The five stations came back on the air at various times in the evening after the second storm swept Wichita at 9:30 p.m. The first hailstorm was clocked at 6:30 p.m. KANS reports KAKE, KFH, and KFBI carried broadcasts from the chief of police who instructed the public from the station's mobile unit. Max Miller, KANS chief enginneer, and Ollie Henry, station announcer, manned the unit until the early morning hours, with KAKE remaining on the air to carry regular police reports.

WBEN-TV Boosts ERP

WBEN-TV Buffalo is now operating on increased effective radiated power of 54 kw visual, 27 kw aural after installation of a new RCA low-band vhf transmitter. Station switched from its former 50 kw visual, 25 kw aural on June 25, and expects to extend coverage five miles. WBEN-TV will use its old transmitter as auxiliary equipment.

KVTV (TV) Advisory Council

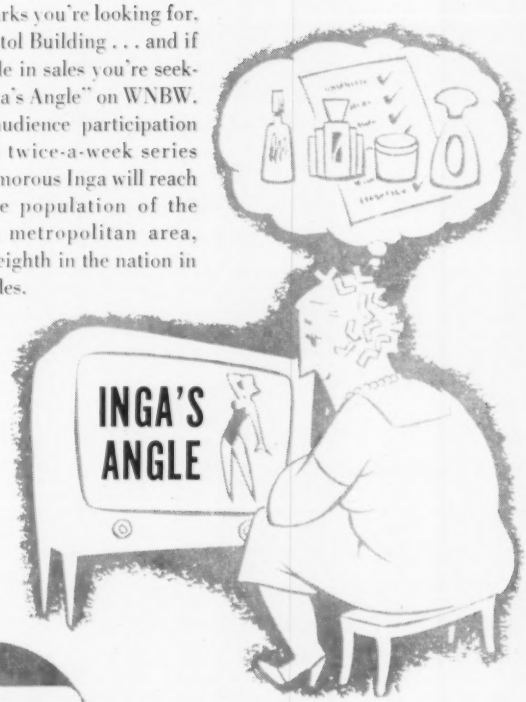
KVTV (TV) Sioux City, Iowa, reports it now has an advisory council. Made up of 20 educators, religious and civic leaders, the council will advise the station on programming and community service. Robert R. Tincher, station's general manager, also serves on the council.

Landmarks in history . . and . .

landslides in sales

The Nation's Capital is famous for both.

If it's landmarks you're looking for, visit the Capitol Building . . . and if it's a landslide in sales you're seeking, buy "Inga's Angle" on WNBW. In its new audience participation format, this twice-a-week series featuring glamorous Inga will reach the feminine population of the Washington metropolitan area, which ranks eighth in the nation in drug store sales.



WNBW

NBC in Washington

CHANNEL 4

Represented by NBC Spot Sales

Teenager Held in Slaying Of Sumner Harris and Wife

14-YEAR-OLD James Duranty, former seminary student, last Thursday was reported to have confessed to the slaying of Sumner J. Harris, 53, president and part owner of WOKW Sturgeon Bay, Wis., and his wife, Grace. Their bodies were found in their home Monday.

Mr. Harris was publisher and principal owner of the *Door County Advocate*, a semi-weekly newspaper, and headed the Door County Radio Co., licensee of WOKW.

The Harris' were stabbed several times. The accused youth reportedly told police "something upstairs told me to do it." The youngster was picked up at Shelbyville, Ind. Police said he was a neighbor of the Harris couple.

PRINCIPALS at KDKA Pittsburgh's annual barbecue, at which more than 300 clients and advertising, radio and other media people helped finish off an 814-lb. steer (in brick oven in background) are (l to r): L. R. Rawlings, KDKA general manager; chefs William Opferman, Jim Smith and Loftus Smith, and J. L. Baudino, executive vice president-general manager of Westinghouse Radio Stations Inc.

WASHINGTON REPRESENTATIVE . . .

J. LACEY REYNOLDS

Edward Lamb Enterprises, Inc, is pleased to announce the appointment of MR. J. LACEY REYNOLDS as its representative in Washington, D. C.

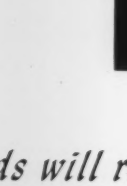
Mr. Reynolds will represent . . .

The Erie Dispatch · Erie, Pennsylvania
Television Station WICU · Erie, Pennsylvania
Radio Station WIKK · Erie, Pennsylvania
Radio Station WHOO · Orlando, Florida
Radio Station WTOD · Toledo, Ohio
Television Station WMAC · Massillon, Ohio
and other interests of Edward Lamb

WASHINGTON OFFICE
1280 National Press Building
Washington, D. C.

HOME OFFICE
500 Edward Lamb Building
Toledo, Ohio

* RADIO
* TV
* NEWSPAPER



EDWARD LAMB Enterprises INC.

KNXT (TV) Announces $501,375 in Program Sales

SALES totaling $501,375 in weekly half-hour programs on KNXT (TV) Hollywood have been announced by sales manager Edmund C. Bunker. New sales include: Los-Or Chevrolet Dealers (31 Santa Monica-San Clemente dealers) which started *Carmen Cavallero Show* June 21 for 26 weeks; General Mills, which started *Lone Ranger* for 52 weeks June 21, and Walter Kendall Foods Inc. (Fives dog food) which sponsors *Gene Autry Show* for 52 weeks from June 14.

WFMO Goes on Air

WFMO Fairmont, N. C., was scheduled to go on the air Saturday with 1 kw on 860 kc. Gen. Mgr. Billy Hodges said State Sen. Cutlar Moore, president of Carolina Broadcasting Co., licensee, was to attend the ceremonies, along with Fairmont Mayor Pittman L. Fisher, radio comic Jerry Kowal, Judge Charlie Webster, attorney John W. Campbell and others. Mr. Hodges said farmers in its listening area sold $27 million in tobacco last year.

WAAM (TV) Talent Hunt

WAAM (TV) Baltimore, through its president, Ben Cohen, has offered to underwrite the entire cost of an expedition to Africa to obtain animals for the new mammal house now under construction at Druid Hill Park in that city. The offer was made to the City Board of Recreation and Parks. WAAM (TV) originates *This Is Your Zoo*, current half-hour weekly public service program featuring animals at that city's zoo.

WLEC 'Time Capsule'

TO COMMEMORATE Ohio's 150 years of statehood, WLEC Sandusky originated a 50-year "time capsule" promotion, collecting more than 60 products of local manufacture and historical records to bury in a three-foot brass container on the courthouse lawn. The capsule will be unearthed in 2003, according to Jay E. Wagner, WLEC general manager, and Kathryn Heiser, promotion director, who carried out the promotion.

WKBV Expansion Plans

WKBV Richmond, Ind., is constructing a new building at the west edge of Richmond to house its studios, offices and transmitter. The building will have 3,500 sq. ft. of floor space on the ground floor. Completion is expected by Nov. 12. The station also announces it is expanding its facilities to originate two new programs at Polar Foods, Eaton, Ohio. Polly Thomas will manage the Eaton studios.

Representatives Shorts

WBMS Boston appoints William G. Rambeau & Co. as national representative.

Weed Television, TV station representative firm, has moved to new offices at 3107 Civic Opera Bldg., Chicago 2. Telephone is Randolph 6-9668. **Weed & Co.,** radio station representative firm, remains at 203 N. Wabash Ave., Chicago.

Avery-Knodel Inc., Los Angeles, has moved to 6399 Wilshire Blvd. Telephone is Webster 3-9583.

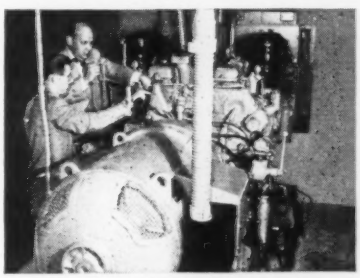
MILESTONES

► IT WAS a big day June 18 for Chief Engineer Henry Hulick Jr. of WPTF Raleigh, N. C. Mr. Hulick was presented with a silver bowl, marking his 25 years at the station. WPTF, which celebrates its 30th anniversary next year, has a policy of honoring its employes with 10, 20 and 25 years service. During the ceremony for Mr. Hulick, Richard H. Mason, vice president and general manager, said the average length of service for all the station's 52 employes now is 9 years, 10 months. Mr. Mason commented, "We are pleased that WPTF has been able to offer lifetime careers in radio to so many."

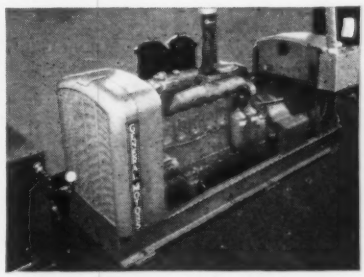
Mr. Hulick

► WHKY Hickory, N.C., in observance of its 14th anniversary June 7 held open house in its new studios, located in a colonial type brick building which formerly was the city library. The 5 kw ABC affiliate formerly occupied studios in Hotel Hickory, Edmund S. Long, station manager, said.

GM DIESEL *Stand-by* GENERATOR SETS



WJR—Detroit, Michigan, uses 200 kw. GM Diesel generator set as stand-by power for 50,000-watt transmitter. Compactness of unit permitted installation in garage adjoining transmitter building—eliminating cost of a specially designed building.



WKTV—UTICA, N. Y., uses a 100 kw. General Motors Diesel generator set for stand-by power. Set can be started remotely from the control room. Low vibration characteristic of engine permitted installation in room adjacent to transmitter and within 30 feet of studio.

If you are planning stand-by power, be sure to check the advantages of General Motors Diesel generator sets, listed briefly below. GM Diesel generators are meeting the exacting requirements of military service in all parts of the world. They supply emergency power for more than 1100 telephone and telegraph exchanges—for microwave relay stations, for hospitals, government buildings, banks, airports. There is a GM Diesel distributor near you who will analyze your power requirements and make his recommendations without obligation. Look in the yellow pages of your phone book for his listing, or write direct to us.

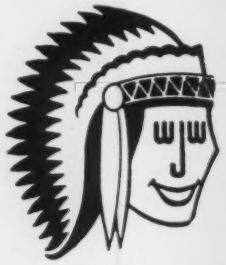
- Wide range of models—12½ to 200 kw., 220 or 440 volts, single or three-phase current.
- Excellent frequency and voltage regulation for the most exacting requirements.
- Powered by General Motors Diesel engines—dependable, smooth 2-cycle operation—low cost maintenance—easy to service.
- Built by one manufacturer—one warranty, one responsibility for both engine and power generator.
- Instant push-button power starting on safe Diesel fuel—or fully automatic starting. Immediate power, no "warm-up" period.
- Dependable starting—no spark-ignition system to fail because of dampness or corrosion—always ready to start.
- Easy to install—compact—lightweight—requires no special building, no special base. Complete instrumentation provided.
- Distributors and Dealers throughout the country.

DETROIT DIESEL ENGINE DIVISION
GENERAL MOTORS • DETROIT 28, MICHIGAN
SINGLE ENGINES . . . 16 to 275 H.P. MULTIPLE UNITS . . . Up to 840 H.P.

It pays to Standardize on

GM GENERAL MOTORS DIESEL POWER

Write for Generator Set Catalog 6 SA 20.



CLEVELAND'S
Chief
STATION
WJW
5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H-R REPRESENTATIVES

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION
WIBW CBS RADIO in Topeka
Ben Ludy, Gen. Mgr., WIBW-KCKN
Rep. Capper Publications, Inc.

NBC SHALL HOLD THE FIRST RANK, SARNOFF TELLS HIS SALES STAFF

New York convention hears the RCA-NBC hierarchy reaffirm its confidence in the future, with plans for color TV catching the attention of all. New radio-TV programming is in the works, the salesmen are told.

DETERMINATION of RCA that NBC shall hold undisputed first place among national networks was reaffirmed last week by Brig. Gen. David Sarnoff, board chairman of both RCA and NBC, in a talk to NBC's national sales force, delivered at a dinner meeting at the group's two-day convention in New York.

RCA's progress since 1920, when it did business of only slightly more than $2 million, to the present, with RCA this year running at an even higher rate than the 1952 volume of nearly $700 million, was reviewed by Gen. Sarnoff, who pointed out that the full backing of the parent company was behind NBC in pioneering new achievements in color TV and other developments. The future is brighter for pioneers who have made basic and lasting contributions to developing radio and TV as an art and an industry, he declared. NBC's record in building the first radio and TV networks, developing black-and-white and color TV and pioneering in uhf, is true evidence of sound leadership, he said.

"Revolution in Advertising"

In another address at the sales meeting, Sylvester L. (Pat) Weaver Jr., vice chairman of the NBC board, told the salesmen that color TV "will cause a revolution in advertising." Color is the "greatest entre for any TV advertising salesman," he said, noting that "a time franchise for an advertiser on NBC will mean a color franchise on TV."

Fall program plans for both radio and TV were outlined by Charles C. Barry, NBC vice president in charge of programs, who detailed the $3.5 million expanded morning schedule. Hugh Beville, director of research and planning, stressed the low cost of daytime advertising on NBC-TV in an explanation of the new discount system which became effective Wednesday. Illustrating this point, Adrian Samish, member of NBC's creative programming group, reported that two new NBC morning video serials, *Hawkins Falls* and *The Bennetts*, are priced at $8,750 and $8,500, respectively.

Production costs also can be reduced, according to Frederick W. Wile Jr., vice president in charge of network production, who stated: "Producers can keep costs down if they don't over-produce, over-rehearse. And reduced costs, of course, are to the benefit of NBC and the advertiser using NBC's facilities."

William H. Fineshriber Jr., vice president and general manager, reasserting NBC's intention to lead in the field of network radio, denied reports of a disintegration of the NBC radio and TV networks, but said that "there will be a new type of specialization in radio for many at NBC, including some in the top echelon."

Harry Bannister, station relations vice president, told the sales staff that "NBC's relations with its affiliates are on a better basis today, more mutually satisfactory, than in many years."

NBC President Frank White and John K. Herbert, vice president in charge of networks, welcomed the salesmen to the meeting, which was conducted by George H. Frey, vice president and sales director.

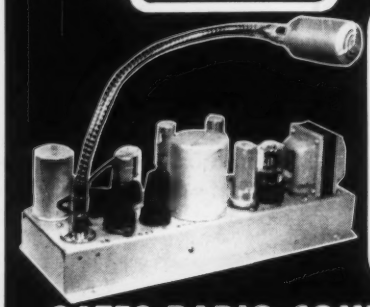
Other speakers at the Monday-Tuesday meeting included:

Richard A. R. Pinkham, executive producer of *Today*, who outlined sales values of that show; Robert McFadden, director of sales development, who discussed specific show-by-show sales plans for both radio and TV; Jacob A. Evans,

ABC Fetes Priaulx

A PARTY in honor of C. Nicholas Priaulx, ABC vice president and treasurer, who resigned his post effective June 24 [B•T, June 15], was held the preceding night at New York's Tavern on the Green restaurant. Attending the affair were 200 ABC staffers and top executives, including Edward J. Noble, chairman of the finance committee of AB-PT Inc.; Robert E. Kintner, ABC President, and Ernest Lee Jahncke, vice president and assistant to the president of ABC. Mr. Priaulx, who served ABC for 10 years, reported he "will take life a bit easier" and pay a visit to the island of his birth—Guernsey —off the coast of France.

the GATES Announco-mote

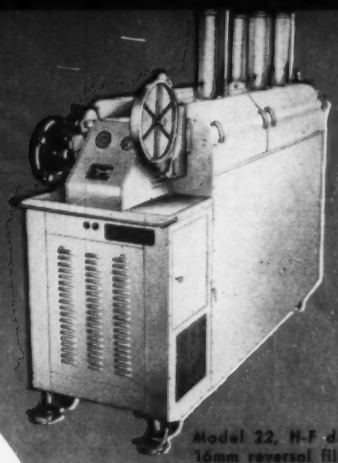


Complete, one piece remote equipment package. Includes Salt Shaker design Dynamic microphone, Gates SA134 amplifier and plug in adjustable goose neck. No microphone cords to break or desk stand to worry about. Attach telephone line and broadcast. Ideal for sports, news or most broadcasts with single artist.
Price $135.00. For immediate delivery.

GATES RADIO COMPANY · Quincy, Ill., U. S. A.
Manufacturing Engineers Since 1922

% of all U.S. TV stations use Houston-Fearless equipment

Houston-Fearless TV Crane, Model TC-1, offers extreme versatility. Camera lens can be raised quietly, from 3'-6" to 9'-6" while dollying.



Model 22, H-F developer for 16mm reversal films. It is self-contained, easy to operate, entirely automatic, daylight operating. Adaptable to negative, positive or 35mm films.

Smoother BETTER SHOWS

are produced with

HOUSTON-FEARLESS EQUIPMENT

Top flight television showmanship is dependent not only on capable writers, producers and cameramen, but also on reliable studio equipment that will produce any desired camera effect smoothly and quietly with a minimum of effort . . . and on efficient film processing equipment that opens vast new sources of program material. That's why 98% of all U.S. television stations, as well as motion picture studios in Hollywood and throughout the world, rely on Houston-Fearless for matchless quality, proved performance and absolute dependability

Model PD-3 H-F TV Camera Pedestal raises camera quickly, easily by lifting on steering wheel. Rolls smoothly for dolly shots. One man operation.

Houston-Fearless microwave parabola mounted on H-F tilt head and tripod. Also available in power-driven models operated by remote control.

In addition to building many models not shown here, Houston-Fearless offers extensive engineering and manufacturing facilities to produce special television and photographic equipment for your particular requirements. Write for information and catalogs.

H-F Panoram Dolly provides countless camera effects . . . raising, lowering, panning, tilting, and dollying. Smooth and steady.

Television's finest portable camera mount, Houston-Fearless friction head, all-metal tripod and tripod dolly. For studio or field use.

The HOUSTON FEARLESS Corporation

THE HOUSTON-FEARLESS CORP.
11807 W. Olympic Blvd.,
Los Angeles 64, Calif.

Please send catalogs on ☐ Friction Head ☐ Tripod
☐ Tripod dolly ☐ Panoram dolly ☐ TV Cranes
☐ Camera pedestals ☐ Film Processors
☐ Parabolas ☐ Remote control parabola

Name..... Title.....
Station or firm.....
Address.....
City..... Zone... State.....

AMONG speakers at NBC's sessions were (l to r): Brig. Gen. David Sarnoff, board chairman of RCA and NBC; Sylvester L. (Pat) Weaver, vice chairman of the NBC board; NBC President Frank White; Charles C. Barry, vice president in charge of programs; George H. Frey, vice president and sales director, and John K. Herbert, vice president in charge of networks.

* * *

director of advertising and promotion, who detailed advertising plans for radio and TV; Frederick N. Dodge, director of merchandising, who explained fall merchandising plans; Davidson Taylor, director of public affairs, who discussed his department's future plans; Stephen A. Flynn, manager of sales traffic operations, who explained new services available to the sales staff; Dr. Thomas E. Coffin, manager of research, who discussed the effectiveness of TV advertising; John P. Cleary, radio network program manager, who outlined plans for NBC radio programming; Howard Gardner, of the sales development department, who reviewed radio rates; James H. Cornell, manager of audience measurement, who discussed Nielsen ratings, and Sydney H. Eiges, vice president in charge of press, who outlined NBC's plans for radio and TV publicity.

Radio, Paper Costs Can Be Compared

"YOU can't compare apples and oranges," often used in connection with advertising on radio and in print, does not necessarily mean that no basis for comparison can be found, according to Edward F. Lethen Jr., director of sales extension, CBS Radio.

In a letter to advertisers and agencies, dated June 30, Mr. Lethen says that "costs of apples and oranges may be compared in terms of cost-per-bushel or per pound. Radio and magazine advertising may be compared in terms of cost-per-impression.

"Cost trends may also be compared," he states, pointing out that in 1946, before TV, the average cost per thousand ad-noters in eight leading magazines was $1.83 compared to $2.05 for the average cost per thousand CBS Radio nighttime listeners (time and talent costs for three commercial-minute impressions). Today, the radio cost is up slightly, to $2.11, the magazine cost up sharply, to $3.06. Radio, which cost 22 cents more in 1946, today is 95 cents cheaper than magazines."

DuMont Network Creates Three New Positions

CREATION of three positions with the title of assistant to the director of programming and production was announced by the DuMont Television Network last week in a move to improve programming and reduce costs to sponsors.

Mr. Michel

James L. Caddigan, DuMont's director of programming and production, said the positions, being filled by promotions within the organization, will be held by Werner Michel, A. L. Hollander Jr. and Richard L. Geismar.

Mr. Michel, who joined DuMont in 1953 after a career as a theatrical and radio and television producer, will serve as executive producer in charge of production. Mr. Hollander, DuMont's production facilities manager, will supervise program operations. Mr. Geismar, account manager in the network's sales department, will function as business manager in the programming and production department. Mr. Caddigan said all three will work closely with agency executives, packagers and producers.

Mr. Hollander

Mr. Geismar

The TIME of Your Life— on the

New WJAS AM & FM

HERB MORRISON, Bill Brant, and Barry Kaye broadcast daily to a total population of 3,060,317. News every THIRTY MINUTES . . . music all day long.

Herb Morrison—7:15 A.M. Daily

BILL BRANT, Barry Kaye, and Herb Morrison sell daily in a market with 787,417 radio homes. Nine hours of tastefully selected music every day. Complete local and world-wide news coverage EVERY THIRTY MINUTES.

"The Bill Brant Show"—Daily 6-10 A.M.

BARRY KAYE, Herb Morrison, and Bill Brant daily tap a market loaded with $2,847,991,000 annual retail sales. TWO top shows . . . THREE top personalities. Brant and Kaye with the music . . . Morrison directing the news.

"The Barry Kaye Show"—Daily 3-7:30 P.M.

1320 Kc.
5000 Watts

MONEY
THE ~~SUNNY~~ SIDE
OF THE DIAL

NATIONAL REP. George P. Hollingbery Co.

Twin Cities Outlets Boost ABC-TV to 126

TWO NEW television stations located in the Twin Cities of Minneapolis and St. Paul will join ABC-TV as affiliates on or about Sept. 1, Alfred R. Beckman, director of the ABC station relations departments, announced Wednesday. The stations, WTCN-TV Minneapolis and WMIN-TV St. Paul, will operate on Ch. 11, sharing both time and transmission facilities but maintaining separate studios. WTCN-TV is owned by Minnesota Television Public Service Corp. with Edward G. Smith as general manager. WMIN-TV is owned by WMIN Broadcasting Co., with N. L. Bentson as general manager. These affiliates boost the total number of ABC-TV outlets to 126.

CBS Has Outrun NBC 'Fortune' Tells Its Readers

IN THE struggle for broadcasting supremacy, CBS has outrun NBC, according to an article in the July issue of *Fortune*.

Entitled "CBS Steals the Show," the article traces CBS development since 1940, describes the company's operational reorganizations and acquisition of manufacturing facilities and decides:

"What CBS has . . . is a remarkable amount of resilience. For while it has seemingly lost the battle of color—the biggest issue in the industry today—it has won in broadcasting on two major counts: program popularity and dollars. And behind the program is a performance par excellence in management, promotion and salesmanship. RCA may have the hardware (manufacturing facilities, patents, etc.) but CBS has the edge in showmanship."

Comparing William Paley, CBS chairman, and Brig. Gen. David Sarnoff, NBC-RCA chairman, the article says:

These two protagonists . . . are as opposite in character as are their companies. Sarnoff rules. Paley presides. Sarnoff is certain. Paley is tentative. RCA is a formal organization; CBS an informal one. RCA is a $690-million colussus in the electronics world; CBS is a sassy upstart that has pushed its sales from $98 million in 1948 to over a quarter billion last year. Each company in its own way covets the same objective, neither will be satisfied with second position.

Crazed Clerk Attacks N. Y. CBS-TV Employes

CBS-TV Studio 58 in New York was thrown into panic Tuesday afternoon when a man rushed to the stage and stabbed a cameraman twice and broke a water pitcher over the head of one of the actors.

Police described the assailant, identified as Richard Gaughan, 29, as a crazed, unemployed shipping clerk, who said he hated television, radio, baseball and football. The actor, Eric Dressler, 56, was treated at Roosevelt Hospital and discharged. The cameraman, Dennis McBride, 33, remained in the hospital for observation, although his condition was said to be satisfactory.

The incident occurred during rehearsal of the *City Hospital* program, which was scheduled to be presented over CBS-TV Tuesday night, starting at 9 p.m. EDT. An earlier film version was substituted.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00
( ) Issues plus 1954 BROADCASTING Yearbook 9.00
( ) Issues plus 1953-54 TELECASTING Yearbook 9.00
( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name _____
Address _____
Firm _____
City _____ Zone _____ State _____

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 BROADCASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

MANUFACTURING

Frequency Deviation Meter

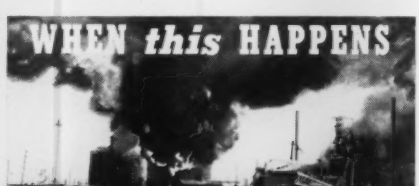
NORRIS HEKIMIAN of the National Bureau of Standards Central Radio Propagation Laboratory, Washington, has developed a new frequency deviation meter. The meter indicates the deviations of a signal from a reference frequency to better than 0.5%, performing the same function as the "tuning eye" on some radio receivers but with sufficient precision to be used in the laboratory, or as part of the production inspection procedure in a manufacturing plant. By using the new 6BN6 gated-beam tubes, it has been possible to reduce the circuit complexity and reduce the tube complement to only two.

Zenith Predicts High Sales

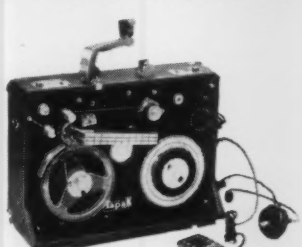
DISTRIBUTOR orders for the 1954 line of Zenith receivers, radios and radio-phonographs will hit the $50 million mark for the next three months, Zenith Radio Corp. has reported The June sales convention was the most successful in the firm's history, according to H. C. Bonfig, Zenith vice president and sales director. Sales records are being piled up for dealers in Chicago, St. Louis, Detroit, Houston and Cleveland, he said.

TV for Trailer Homes

PLANS for working with trailer manufacturers on installation of TV receivers in mobile homes have been announced by Capehart-Farnsworth Corp. Capehart is supplying manufacturers with special trailer kits for complete units.



BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

Broadcast Equipment Specialties Corp.
135-01 Liberty Avenue
Richmond Hill 19, L. I., N. Y.

Emerson's Midget Model

A RADIO described as "the world's smallest personal portable" was unveiled by Emerson Radio & Phonograph Corp. at its distributors' meeting in New York last Tuesday. It is said to weigh less than a pound and to measure only 6 inches in width by 1¼ inches in depth. Called the "Pocket Radio," it will retail for about $40.

RCA Ships New Uhf Units

NEW 1 kw uhf transmitters have been shipped by RCA Victor to WTOB-TV Winston-Salem, N. C., and WTAC-TV Flint, Mich. WTOB-TV is on uhf Ch. 26 and WTAC-TV is on uhf Ch. 16. Both stations already have received uhf antenna filterplexers and auxiliary equipment from RCA.

RCA shipped two more 1 kw uhf transmitters. Units went to WGVL-TV Greenville, S. C., uhf Ch. 23, and WKNA-TV Charleston, W. Va., uhf Ch. 49. RCA spokesman said stations' antennas and auxiliary equipment would be shipped this month.

'Hurricane-Resistant' Antenna

INDUSTRIAL Engineering Corp., Tampa, reports development of an all-aluminum "hurricane-resistant" uhf antenna with a solid reflector which "catches" the TV waves and focuses them back on aluminum wires. Its inventor, Ray Murphy, says it can pick up more stations with better results. R. J. Swing, IEC executive vice president-treasurer, says his firm plans to make 1,000 daily and to sell 100,000 in the next four months.

MM&M Cuts Tape Prices

MINNESOTA MINING & MFG. CO. has cut prices from 7% to 22% on three types of its "Scotch" magnetic recording tape in three reel sizes, P. W. Jansen, sales manager of the firm's magnetic tape division, said fortnight ago. Price increases were announced for "Scotch" leader and timing tape in 150-inch lengths and in empty 4,800-ft. tape boxes.

EDUCATION

NARDA SEEKS FUNDS TO BACK EDUC. TV

Radio-TV dealers sketch plans for a $200,000 kitty to push educational television service in 194 areas. Project would cover three years—but cash must be on hand first.

FORMATION of an Educational Television Foundation to abet the development of this service with the aid of a $200,000 industrywide fund was announced by the National Appliance and Radio-TV Dealers Assn. meeting in Chicago last week. (See story, page 29.)

Don Gabbert, NARDA director and chairman of its Educational TV Committee, said Tuesday a drive will be launched for that sum to cover a three-year program in each of 194 areas where no applications have been filed for educational TV or where activity is bogging down. He invited industrywide participation but stressed this activity would not be undertaken until the fund was raised.

In announcing the new foundation, Mr. Gabbert said, "It is most important that NARDA join those other industry leaders who have spoken up in favor of this service." He cited Brig. Gen. David Sarnoff, RCA-NBC board chairman; Ben Abrams, Emerson Radio Corp.; Dr. W. R. G. Baker, General Electric Co.; Dr. Allen B. DuMont, Allen B. DuMont Labs., and Max Balcom, Sylvania Electric Co.

NARDA would use the money to hire personnel to develop and execute a program for dealers, suggested ads, reports on educational TV "and whatever else we find necessary and helpful in selling the public on educational television and getting positive action established for station applications."

The dealers' association will set up committees in areas for which educational TV channels have been assigned but will not take part in program material of the stations. It will assist local agencies in prodding them into applying for stations.

"We do not intend to favor state-owned over private institutions in this or vice versa," Mr. Gabbert emphasized. Efforts will be directed to areas where local conditions and prospects indicate success, he added.

Mr. Gabbert said that, while the project may sell some TV sets, NARDA's goal is primarily to do an industry job "because there is no organized industry activity for educational television."

First TV Look

THE NEAR blind at the Pennsylvania State College of Optometry clinic have been seeing television for the first time with the aid of field glasses, according to Dr. John C. Neill, chief of the subnormal vision department. He told the 17th annual Educational and Clinical Conference at the college that a patient was placed 16 feet from a TV set and that he focused the lenses of the field glasses for him—"He nearly upset the chair when he saw the image. This was the first time this man had ever seen an image on a TV screen."

Abraham Again Heads IBS

RE-ELECTION of George W. Abraham of the Naval Research Lab., Washington, as president of the Intercollegiate Broadcasting System was announced last week following a meeting of the board of directors in Columbus. David W. Borst of General Electric Co., Schenectady, was named vice president; James R. Wylie, an undergraduate at U. of Connecticut, treasurer and Howard C. Hansen, associate professor at MacMurray College, Jacksonville, Ill., treasurer.

TV Institute Names Speakers

DR. FRANCES HORWICH, school mistress of NBC-TV's *Ding Dong School*, will speak on "A Million Children In a Classroom" at the July 17 session of the Summer Television Institute of the U. of Detroit. Other NBC-TV personnel who will address the Institute will be Don Herbert, creator of *Mr. Wizard;* Norman Felton, director of *Robert Montgomery Presents*, and Judith Waller, director of education and public affairs for NBC in Chicago.

WHAS-TV Trains Collegiates

APPRENTICE training program for students of nearby colleges is being continued for the third year this summer by WHAS-TV Louisville. Two students from the U. of Kentucky and one from the U. of Louisville will spend eight weeks observing and receiving practical experience in the major phases of TV programming and production at the station as a supplement to their school courses.

Educational Programs Rise

KUSD Vermillion, S. D., the U. of South Dakota radio outlet, has reported that schools in its state received two and a half times as many tape-recorded educational programs from the university this year than in 1951-52. Total of 649 recorded programs was requested during 1952-53 compared to the previous year. Programs were part of KUSD's School of the Air service which provides educational recordings for the state's grade and high schools.

NBC-NU Institute Opens

THE 12th annual radio-TV institute conducted by NBC Chicago and Northwestern U. got underway in the network's studios June 22. The institute will run another five weeks. Station managers, agency representatives and other executives are slated to participate [B•T, June 15].

AFM-AFTRA JURISDICTION FIGHT MAY CATCH KTLA (TV) IN MIDDLE

AFM and AFTRA still can't agree on the status of m.c.-singers. AFTRA's next step: Ask a strike authorization against the Los Angeles station that carries one of the controverted programs.

KTLA (TV) Los Angeles may wind up in a familiar role—the innocent third party slugged by the combatants.

That was the situation last week in the rift between the American Federation of Musicians and the American Federation of Radio-TV Artists as these unions argue jurisdiction over musicians who assume dual singer-m.c. roles on TV shows [B•T, June 22].

Demanding a showdown, AFTRA Los Angeles chapter's executive board last week asked the union's national board in New York for authorization to call a strike against KTLA for alleged breach of contract.

AFTRA's charges resulted from refusal several weeks ago of Ina Ray Hutton, an AFM

From Station Break to Feature . . . the NEW "BALANCED" *TV Tripod* is doing a whale of a job every day!

"BALANCED" TV TRIPOD mounted on 3-wheel portable collapsible dolly illustrated.

We THREW THE book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES . . . Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography. Special TV coating.

WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm — 35mm and TV cameras.

WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES . . . Complete line of 35mm and 16mm equipment available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell & HOWELL: Standard, Shiftover, Eyemos. MAURER: 16mm Cameras. ARRIFLEX. MOVIOLA: Editing machines, Synchronizers.

FRANK C. ZUCKER
CAMERA EQUIPMENT CO.
1600 BROADWAY NEW YORK CITY

IF YOU WORK WITH FILM . . . It will pay you to get to know us. The country's foremost professionals depend upon our portable, versatile, adaptable equipment.

member, who sings, announces and emcees her own KTLA show, to join the performer's union. AFTRA contends she should also come under their jurisdiction, necessitating membership in both unions, and asked the strike approval unless KTLA "corrects the present breach of contract."

Claude McCue, AFTRA Los Angeles executive secretary, said his union "has done everything possible to avoid taking this drastic step, but it's evident the Paramount television station will continue to use Miss Hutton as a singer, m.c. and announcer in violation of contract."

Nine AFTRA members were yanked from the *Ina Ray Hutton Show* in early June when she first refused to join that union. The TV show has continued weekly but without AFTRA acts or announcers.

Since then AFM President James C. Petrillo has ordered his members to resist all AFTRA overtures. Several musical directors who double as m.c.s or entertainers and who held AFTRA memberships have also resigned on orders from the AFM. AFTRA, however, has refused to accept those resignations, maintaining they are paid up members in good standing.

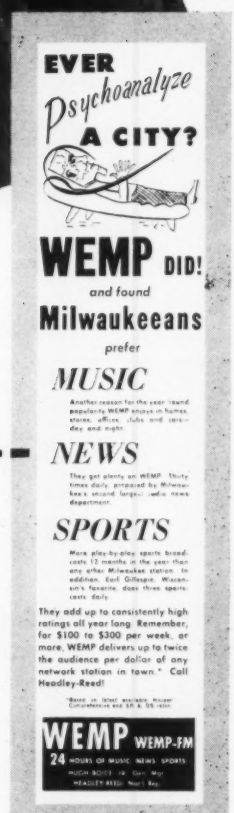
Klaus Landsberg, KTLA vice president and general manager, said, "We consider ourselves neutral, in the middle between two feuding unions," and hoped the two AFL unions would "reach a friendly agreement."

"When you have two unions both claiming representation of certain performers and certain types of performers, how is a producer expected to make a decision when the unions involved can't reach agreement?"

"Our advertising in SRDS has helped sell national business"

Says Hugh K. Boice, Jr., General Manager, Station WEMP, Milwaukee.

"We have always felt that our advertising should include space in Standard Rate & Data. To us an ad in Standard Rate & Data is like a point of sale on the retail level. We know that our advertising in SRDS has helped in selling much national business."


EVER
Psychoanalyze
A CITY?
WEMP DID!
and found
Milwaukeeans
prefer
MUSIC
NEWS
SPORTS
They add up to consistently high ratings all year long. Remember, for $100 to $300 per week, or more, WEMP delivers up to twice the audience per dollar of any network station in town.* Call Headley-Reed!
WEMP WEMP-FM
24 HOURS OF MUSIC NEWS SPORTS

8 ways a Service-Ad in SRDS helps sell time

1. It helps known prospects recall the gist of the sales story your representatives and your promotion are telling.
2. It helps unknown prospects to decide to call in your representatives.
3. It goes to agency-client conferences.
4. It remains instantly accessible to the SRDS user who is working nights or weekends.
5. It provides liftable material for inclusion in media proposals.
6. It makes possible a good "action" closing for other promotion, directing prospects to your Service-Ad in SRDS for more information, fast.
7. It keeps your story in the only place you can be certain that everyone who uses it is interested in stations *right then.*
8. It provides a "*last chance*" point from which a prospect can get a final "briefing" on your story before he makes his final decision.

Informative Service-Ads like the one shown here sell time for you because they deliver wanted information to your prospect at the time he is using Standard Rate to make station selections.

SRDS Standard Rate & Data Service, Inc.

Walter E. Botthof, Publisher, 1740 Ridge Ave., Evanston, Ill. • Sales & Service Offices: New York • Chicago • Los Angeles

The National Authority
Serving the Media-buying Function

AFM DEMANDS BRING ABC-MPAA TO TALKS

AFM is asking payment of $25 apiece to musicians who appeared in the motion pictures to be used in the ABC-MPAA "Hollywood on Parade" TV series. The latter group claims "special circumstances."

AMERICAN Federation of Musicians is conducting discussions with the Motion Picture Assn. of America and ABC with respect to the union's demand that a payment of $25 be made to each musician employed in a motion picture that will be used in the projected ABC-MPAA television series [B•T, June 22].

An AFM spokesman in New York told B•T that the union feels the musician is entitled to this payment for use of motion picture film on TV in compliance with its agreement with motion picture producers. He added that the union's position is that use of the film by an industry association is no different from use by a commercial production company.

The ABC-MPAA attitude is reported to be that there are "special circumstances" associated with the proposed series which require "special consideration." It was pointed out by a spokesman that if the series is sponsored, the beneficiary will be the Motion Picture Relief Fund, which is designed to assist needy musicians as well as other performers. He added that the series will utilize original scoring, as well as film clips. "Live" portions will give work to other musicians, he said.

The series, tentatively titled *Hollywood on Parade*, is expected to use excerpts from three new motion pictures in a half-hour period. It is reported that one of the films selected for the series is a musical.

SWG Asserts TV Writers Don't Have to Join TWA

ALTHOUGH Television Writers of America, in its jurisdictional battle with Screen Writers Guild and Authors League of America, won the recent NLRB-conducted election among writers on live TV shows produced by ABC, CBS, NBC and on films by two TV film production companies [B•T, June 22], SWG has notified video writers they don't have to join the new union "at the present time."

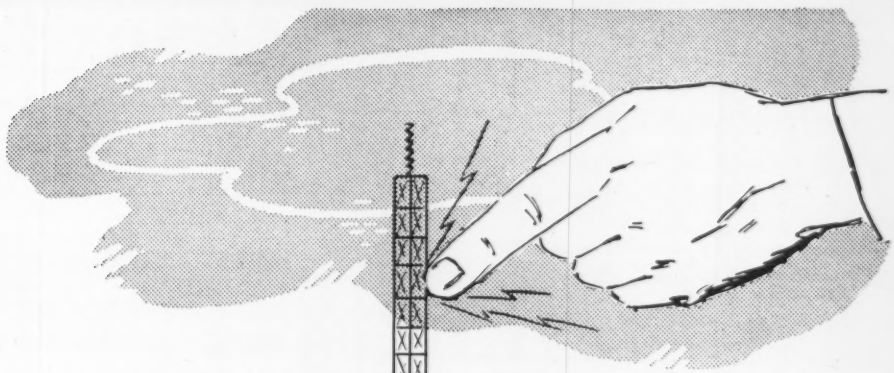
Asserting it already has 90% of the TV film producers under contract and has agreements with independent producers of live video packages, the SWG adds that network staff writers also are under its jurisdiction.

TWA, SWG states, won the election only in live network TV and in separate elections with Joan Davis Enterprises (*Joan Davis Show*) and Russel M. Seeds Co. (*Red Skelton Show*). Although TWA announced it is drafting an agreement, SWG reminded writers that the new union has not yet negotiated such a contract with the networks, and "you do not have to be a member of TWA until TWA negotiates contracts with these employers, and unless such contracts contain a union shop clause requiring membership in TWA as a condition of employment."

BROADCASTING

TELECASTING

features



The Magic Touch.....

WREC prestige doesn't come out of thin air . . Audience preference comes *first* to create listener-confidence in Memphis No. 1 Station.

This "Magic Touch" in programming is the result of keeping in close touch with the people of this great and growing area, and enables WREC to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). Top coverage in this $2 Billion market is yours, with WREC, at a cost that is actually 10% LESS, per thousand listeners, than in 1946. Let WREC put a touch of SALES MAGIC in *your* advertising program.

REPRESENTED BY THE KATZ AGENCY

WREC

AFFILIATED WITH CBS RADIO, 600 KC—5,000 WATTS

MEMPHIS NO. 1 STATION

TELEQUIPMENT NEWS

Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

"MR. SMITH" OPENS SOUTHWEST'S MOST POWERFUL TV STATION

Jimmy Stewart MC's Premiere Programs at KGUL-TV, Channel 11, Galveston, Texas

Famed for his acting ability since those early days when "Mr. Smith Goes To Washington" created an unprecedented film sensation, Jimmy Stewart recently "went to Galveston" for the opening of KGUL-TV, a basic CBS affiliate. And, this new outlet's preview gave every indication of a long, successful career serving the Galveston-Houston area.

New TV Outlet is G-E Equipped

The station's owners selected General Electric equipment which included a 12-Bay Antenna, a 20 KW Transmitter, 2000 MC Microwave link, 2 Studio Cameras, Film Camera, Projection Room Equipment, Sync Generator, plus Control and Switching Equipment. With this array of *basic talent* KGUL-TV will operate at 235,000 watts —the southwest's most powerful television station! Their 12-bay antenna was mounted on a 500' EMSCO tower carrying two 6⅛" transmission lines to achieve maximum ERP.

Difficult Construction Schedule To Meet

With an early on-air date in mind, some of that rare Texas rain made construction of the station a difficult problem. Still, in about four weeks time the transmitter building went up, studio space was renovated, tower constructed, and all technical equipment installed. KGUL-TV and General Electric engineers worked 'round-the-clock and forgot to sleep for several days.

Stockholder Jimmy Stewart and KGUL-TV President Paul E. Taft Discuss New Galveston Station Before Inaugural Program

Mr. Paul E. Taft, President and General Manager of KGUL-TV, had this to say when the hectic days of construction were over and opening ceremonies an assured success: "We've got the right equipment and the right programs to do a bang-up job in this area. At this time we wish to applaud the 'extra' effort received from both our own people and G.E."

OPENING OF FIRST ARKANSAS TV STATION LABELED "OPERATION PERFECT"

Final Equipment Installed Just 22 Hours Before Program Time!

The recent opening of KRTV was particularly notable for an amazing ease of initial programming that followed final equipment installation. The last piece of transmission line was put intc place at 3:59 PM, Saturday, April 4, and then test patterns started.

Arkansas Governor and Mrs. Francis Cherry and KRTV President Kenyon Brown watch Chief Engineer Jack H. Tudor operate his General Electric Equipment.

Halted at midnight, the test pattern was resumed at 7:00 AM Sunday, and continued until program time at 2:00 PM. During the next nine hours covering opening ceremonies not one operational blunder occurred!

Civic Officials Attend KRTV Opening

Mr. Kenyon Brown, owner of Station KWFT-TV, Wichita Falls, which went on the air last March 1st as the 100th CBS affiliate, and his partners officially opened KRTV Sunday, April 5. The governor of Arkansas, Little Rock's mayor and other officials attended. Mr. Brown also has partnership interests in KMBY, Monterey, Calif., KGLC, Miami, Oklahoma, and KZTV, Reno, Nev.

Arkansas' First TV Outlet

KRTV is not only the first television station in Little Rock but the first in Arkansas. Affiliated with the Columbia Broadcasting System, KRTV covers the entire Little Rock area with a powerful signal from their G-E 100-watt transmitter. Mr. Jack Tudor, Chief Engineer, is mainly responsible for the excellent operational record to date of this fine new television outlet. He and his staff were assisted by field engineers from General Electric headquarters at Electronics Park, Syracuse.

GENERAL ELECTRIC

features

- A guide for buyers and sellers of radio time to check a station's rate per thousand circulation against the national average. Page 82.

- A successful uhf station operator tells how to get a high band station off to a good start. Page 84.

- Is it okay to kid the commercial? Yes, if you close with a serious pitch. Page 86.

Television and education:

SEATTLE LIKES TEACHING BY COMMERCIAL TV

WHEN KING-TV Seattle launched its *Telecourse* last Monday on "Reading for Enjoyment: Northwest Literature," it rounded out a full academic year of educational television in its most concentrated form. The *Telecourse* series, which started in September, 1952, is presented Mondays at 6:15-6:45 p.m. in cooperation with the U. of Washington.

Subjects already covered have been symphony music, conducted by Dr. Stanley Chapple, head of the university's School of Music; primitive art, by Dr. Erna Gunther, head of the Anthropology Department, and house design, by Dr. Arthur Herrman, head of the School of Architecture. The new literature course is to be conducted by Prof. Edwin H. Adams, executive officer of the university's radio-television department in the School of Communications.

The courses—except the one just started—are offered for university credit in conjunction with home study materials supplied by the Department of Correspondence Study, the instructor in each case preparing a Viewer's Guide to the subject. The guide sells for a dollar a copy.

Educational and Entertaining

"*Telecourse* is also aimed at the whole TV audience, however," according to Tom Dargan, producer of the show for KING-TV. "Whether a viewer is interested in credit or homework or not, we are designing each program and each course so it will broaden his knowledge of the subject. At the same time, we try to make it an entertaining feature."

Success in these multiple objectives is attested by the large, and still growing, audience response. Pulse ratings for the first three courses averaged 31.

On the first course, nineteenth century music, 13 persons enrolled for credit and 208 purchased the listener's guide. The primitive art course brought 48 enrollments for credit, and 398 purchases of the viewer's guide. The telecourse in house design had 41 enrolled for credit, and a new high of 470 viewers buying the guide.

Complimentary mail has come from viewers representing many different interests, including students, farmers, housewives and self-styled "ordinary users of television." A typical comment from the first *Telecourse*:

"The response your *Telecourse* in primitive art has evoked in our home is tremendous. All work stops at 6 p.m. on Monday evening and we all gather around our TV set. Even my 82-year-old stone-deaf grandmother."

Another viewer wrote:

"We do hope you will continue the university TV half hour. We never miss it. Put our dinner on trays and hurry in to the television so as not to miss one minute of it. Have enjoyed and learned much from both the music and primitive art lectures. Our deep thanks to the two wonderful people that gave the lectures, to the university, and to KING-TV."

On and Off Campus

H. P. Everest, vice-president of the U. of Washington, appeared on one *Telecourse* program last January and said:

"The primary business of a university, of course, is to help people to learn. Traditionally, this process has taken place in campus classrooms. Increasingly, however, and in state-supported schools particularly, the scope of a university's teaching responsibility has broadened until, in a very real sense, we regard the whole state as our classroom.

"Television, we feel sure, will greatly increase our opportunity to serve the educational needs of the many who want further training but who cannot, for one reason or another, come to the campus to get it. It provides a whole new dimension to off-campus teaching and is the next best thing to the face-to-face teaching situation that exists in the classroom itself.

"I want especially to take this occasion to thank KING-TV and its public spirited ownership and management for their generosity in giving the time and technical assistance that have made these telecourses possible."

Key figures in getting the show on the air each week, aside from the instructor conducting the particular *Telecourse*, are Mr. Dargan, producer; Dr. George P. Horton, executive officer of the university's Department of Correspondence Study, and Bruce Calhoun, the university's coordinator for radio and TV.

STATION CIRCULATION A

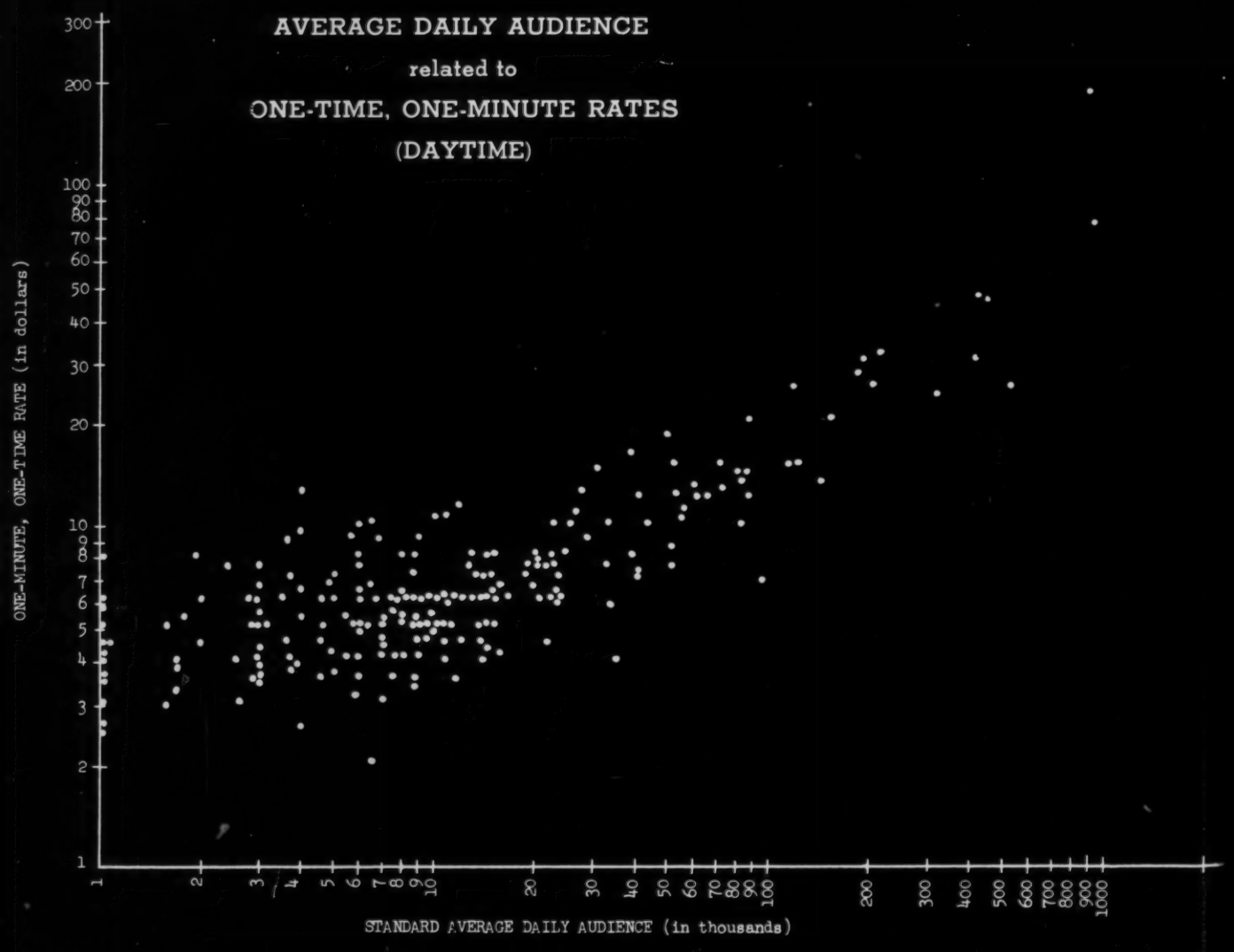
THE charts on this and the opposite page afford a quick guide for use by both buyers and sellers of radio station time, telling the buyer whether he is paying over or under scale for the opportunity to reach an audience of a certain size with his commercial message and the station operator whether he is pricing his circulation at rates higher or lower than those generally in effect.

Compiled by Dr. Kenneth Baker, president, Standard Audit & Measurement Services, from the station circulation data collected by SAMS in its 1952 nationwide study, with cases drawn at random from the full list of stations on the air at the beginning of 1952, the charts show (by logarithmic scales) the average daily audience figures, running from left to right and the one-minute, one-time rate, running from bottom to top. Each dot, representing one station, is placed on the chart according to the circulation and the one-minute rate of that station. There are two charts, one for daytime, one for night, with fewer dots on the nighttime chart because of the omission from that chart of daytime-only stations.

It takes only a glance at the charts to see that in general the dots are clustered along a line that rises from lower left to upper right, showing what might be expected—that station rates tend to rise in accordance with circulation, or to put it another way, that stations with average daily audiences in the 100,000-1,000,000 class charge more than stations in the 10,000-100,000 class.

A little elementary arithmetic shows further that on an overall industry-wide basis stations charge on the average about 50 cents per 1,000 families for a one-minute spot in the daytime, about 75 cents per 1,000 families for a one-minute spot at night.

"Those two figures (50 and 75 cents) define straight-line relationships between the two variables," Dr. Baker points out, "yet it is obvious from even a casual examination of the two charts



AND RATES COMPARED

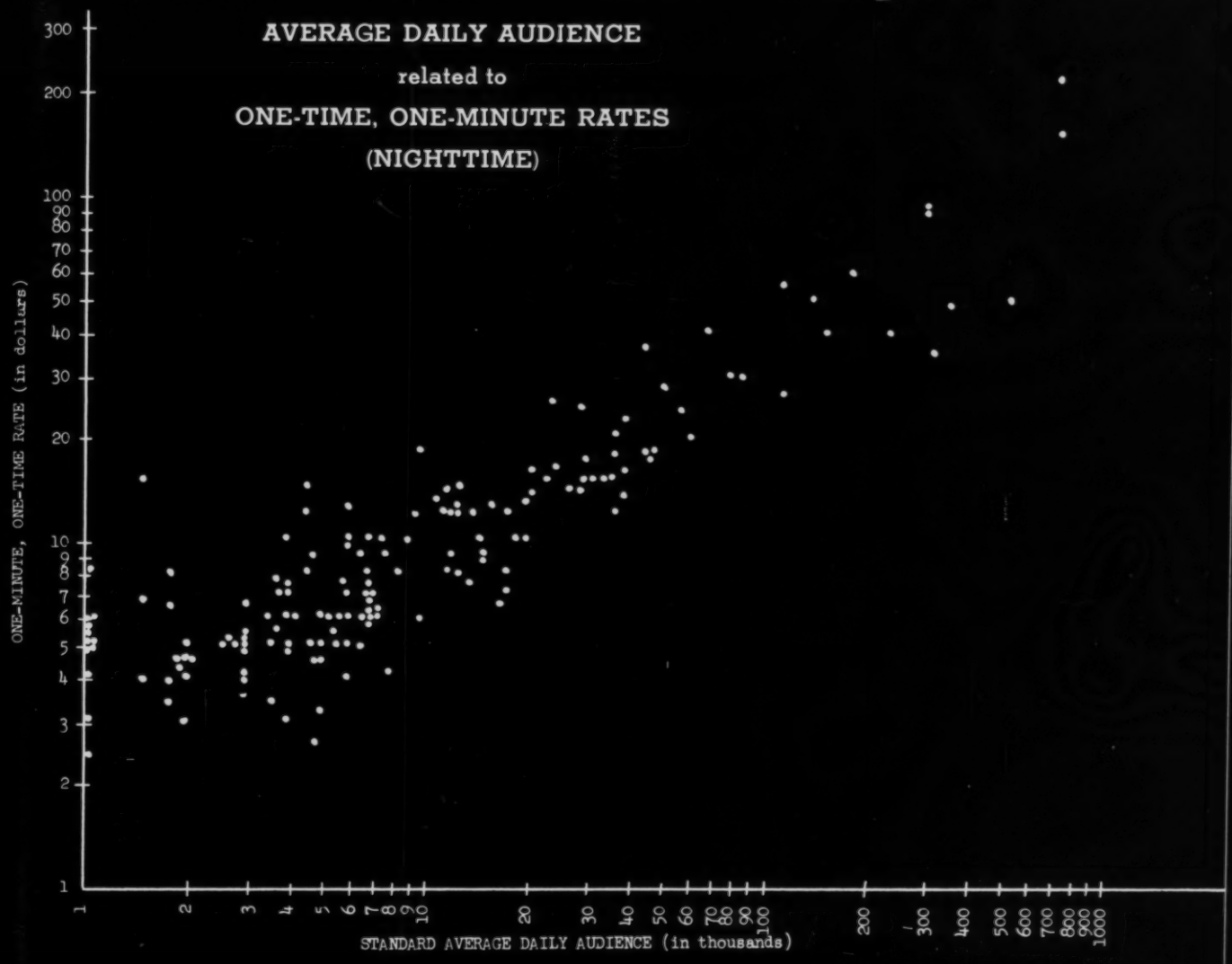
that the relationship is not a straight line. There is some sort of curvilinear relationship involved, although the relationship at night is more nearly a straight line."

Not all stations adhere to the general pattern, another fact that everyone knows that the chart shows at second, if not first, glance. A look at the $6 daytime rate, for instance, reveals stations delivering all the way from 1,000 to 25,000 families for that price, a rather wide spread from the 12,000 that would result from strict adherence to the 50-cents-a-thousand average rate. Similarly, the nighttime chart shows that rates charged for audiences of 5,000-6,000 run from $2.75 to $14, again a rather expansive deviation from the nighttime norm of 75 cents per 1,000.

"Such observations," Dr. Baker states, "may lead to some feeling that there is no rhyme or reason to radio rates. Despite the deviations, I, on the other hand, am impressed by the way they are shaping up into a meaningful, logical and defensible pattern. I am also glad that the pattern evolves from the use of *circulation* figures rather than from program ratings.

"No printed medium calculates its cost-per-thousand from readership figures (the nearest thing they have to program ratings) and when radio calculates its cost from ratings it is bound to suffer. I'm surprised that the broadcasters do it or allow their buyers to do it.

"Ratings have a very useful place in deciding where to locate a spot or a program in a station's schedule and share-of-audience figures may provide a good explanation for rates above the average. But ratings are murder (suicide) when they enter into cost calculations. In the old days, radio could afford to be generous and use ratings this way. It can't afford to today."



UHF *is television too*

By Julian Gross

In this special article, a uhf station operator sets out to clear up what he believes is distorted thinking about television service in the high bands. The essence of his argument is that as far as viewers care, uhf and vhf are indistinguishable.

IN the year since FCC started granting permits for commercial television stations in the new uhf band a torrent of words has been written about uhf. Some sound and accurate information has appeared, but an overwhelming amount of misleading and inaccurate stuff has also appeared, and this has confused the picture, not only in the mind of the public, but in a good many sections of the industry itself as well.

As a uhf operator, I feel that it is time that this branch of the industry cleared up these distortions and inaccuracies, analyzed the progress of uhf to date, and presented a clear, comprehensive picture to the world in general.

Ultra high frequency television made its debut amidst conflicting opinions throughout the industry on the possible acceptance by the viewer who had to convert his existing vhf set; among the engineers who doubted the effectiveness of the uhf signal and estimated a maximum coverage area of 15 miles, and among programming experts who felt that the new uhf stations would not be able to obtain a sufficiently high caliber of program to carry a sizable audience.

It's very important to remember that vhf and uhf are both *television!* Vhf was here first, but its frequencies limited it to only a few areas in the United States. Uhf is removing those limitations and opening up a great new era for television—the most powerful, attention-compelling, interest-sustaining communication vehicle yet created.

But whether we talk about uhf or vhf, it is, first and foremost, *television.* Vhf is the older brother, but uhf is catching up fast. Of course there are problems—but they are not problems peculiar to uhf, and they are only a fraction of the problems that confronted vhf only a few years ago. The younger brother, uhf, has some pretty big advantages and these advantages will assert themselves in due time.

One of the foremost problems requiring ful recognition by all uhf stations is the justification for the purchase of these new market operations by the advertising agency. The agency media department cannot arbitrarily place schedules with a station unless the purchase represents a sound buy for the client. The new uhf market, during this period of rapid growth, must accept the obligation to provide accurate, detailed answers to the problems that confront the media buyer.

The agencies must be shown the growth of the uhf audience within the market area with figures that can be relied on as completely accurate. In cases of previously established competitive stations or overlap from outside stations, the new station's research should show the change in viewing habits, or the change in previous projections of impact from the outside station on the local market. With the advent of many new TV markets, most agencies are becoming increasingly conscious of cost per thousand, and in those many markets where such costs are well within a typical yardstick of $2 per thousand homes per commercial minute, this information is of utmost importance in the final agency decision. Set penetration figures can be completely erroneous if based on an area far in excess of either the station's coverage or the major market. Studies by the station in this respect can frequently increase a penetration figure from 12 to 15% to three or four times that figure.

Coverage Claims

In some cases the practice has grown out of necessity (by reason of a limited number of stations) to try to obtain coverage of a widespread area that includes several important markets from a single station. As new stations develop in the individual markets, the agency buyer should be informed of the individual habits and characteristics of market, the relationship of the station programming to the community needs, and the local loyalties that develop by reason of the community services rendered by the new station. Ultimately, this situation may result in a general overhaul of rate structure among existing stations as some operations lose their exclusivity and dominance and new stations increase in popularity. However, this will represent a natural and healthy development for the entire industry.

The idea of merchandising assistance for the national advertiser should not be brushed aside by the new station as an unnecessary extra. Once again, we must realize that the era of the limited station monopoly is over, and practices that were established during that period will not necessarily hold up in the new competitive picture. All television stations, uhf or vhf, must accept the thinking that their role is to promote the sale of merchandise to the consumer, and any assistance that they are in a position to give should be part of its basic service.

The agency media personnel are not opposed to uhf. On the contrary, more and more business, from more and more agencies, is being placed daily on uhf stations. In many instances the far-sighted buyers can recognize the potential for some of the new stations and have made a wise investment for their clients even though the stations may not yet have quite reached the desired growth. In the case of WKNB-TV we have found excellent agency reaction and almost complete acceptance of the basic sales presentation on the station's value to the advertiser. In this case, the market research analysis shows the station to be well within the cost per thousand limitations. However, the media personnel do need *facts*—not merely guesses and general claims. Uhf stations will rate much higher on the buying schedule when these facts are made available to agencies and the agency can fully justify the purchase of the station to its client.

It seems to me that many of the problems that existed were not basically with uhf, or vhf, or television, or the system, but rather with some of the people concerned. With uhf in its early stages of growth, we must learn to think in terms of

ABOUT THE AUTHOR

As president of WKNB and its new Ch. 30 sister station, WKNB-TV New Britain, Conn., Mr. Gross speaks as a practicing broadcaster. He is also entitled to be heard as a buyer of broadcast advertising, having operated his own advertising agency in Hartford for many years.

YOU MIGHT WALK A MILE IN 6½ MINUTES*—

BUT . . .

YOU NEED THE FETZER STATIONS TO HIKE SALES IN WESTERN MICHIGAN!

RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, are the two outstanding radio buys in Western Michigan. The February 1952 Pulse credits WKZO with more listeners—morning, noon and night—*than all other stations combined!* Hoopers for the same period credit WJEF with 15.4% more listeners than the next station, for Total Rated Time Periods. Bought in combination, WKZO-WJEF cost only 92.9% as much as the next-best two-station choice in Kalamazoo and Grand Rapids —*yet delivered 62.6% more listeners!*

TELEVISION

WKZO-TV, the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids, truly dominates America's *25th television market.* Its bright Channel 3 picture is received clearly and consistently by more than a quarter-million homes in 28 Western Michigan and Northern Indiana counties. The March 1953 Videodex Report shows that WKZO-TV gets 140.7% more afternoon viewers, 153.2% more evening viewers, than the next Western Michigan station!

Get all the Fetzer facts—write direct or ask your Avery-Knodel man.

** Michael Pecora walked a mile in 6 minutes, 27-1/5 seconds, in New York City on February 22, 1932.*

WJEF tops in GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops in WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops in KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

building a new part of the industry as well as an individual station since so much of our ultimate success depends on acceptance of uhf as a whole. The smart station operator will be sure that releases on set count can be authenticated and will avoid exaggerated claims. In many cases, servicemen have not taken the trouble to learn enough about installation and service. Some of these have asked excessive prices for converter and antenna installations, but yesterday's errors are today's opportunities, and I am confident that these problems are being worked out successfully.

Among the first uhf grants was a construction permit for WKNB-TV in New Britain, Conn., to operate on Ch. 30. In this case, the station was somewhat unique in that the market served comprised the rich Hartford County area which had no local TV service and relied solely on outside vhf coverage from New Haven, Conn. While New Britain has a population of approximately 100,000 in the city proper and surrounding towns, the Hartford County area covers 562,000 people and the service contours for the new licensee under full power included 2,368,000 people. Even under the interim power operation, the total population served is 1,200,586.

This market, rated as twenty-fifth nationally in population and third in per family buying income, was a major test of the ability of uhf to become established against vhf competition.

Power vs. Height

In the original engineering design for the station, the emphasis was placed on greatest possible height for the radiating system, rather than power. After a careful analysis of power versus antenna height, it was felt that the scales were overwhelmingly in favor of a strategic transmitter location that would effectively serve a wide area and where subsequent power increase would result in a substantial increase in coverage, and would increase signal strength within the original service area in spots that were difficult by reason of terrain conditions.

The site selected for WKNB-TV was in an almost inaccessible mountain area about three-quarters of a mile off the nearest highway and located approximately three miles northwest of New Britain, and about 7 miles southwest of Hartford. The site had a natural elevation of 740 feet and a five hundred foot tower was erected which, with a forty-five foot antenna, provided a 1,285 foot height above sea level. From this point the area slopes down to the Connecticut River along the entire valley from New Haven north to Springfield with relative heights above sea level in Hartford at 64 feet and in Springfield at 101 feet.

With this tremendous line-of-sight advantage over the whole central Connecticut and western Massachusetts area, WKNB-TV elected to use RCA equipment with a one kilowatt transmitter and a 21BL antenna. The resulting ERP was approximately 20 kw; 6⅛ co-ax line was chosen to reduce line loss on the relatively high tower.

Since the transmitter was fairly close to both Hartford and New Britain, it was decided to put a one-half degree electrical tilt on the antenna to provide maximum effectiveness in the close-in area. The com-

IT'S OKAY TO KID THE COMMERCIAL, BUT FINISH WITH A SERIOUS PITCH

By Ted Brown*

SOME people call a commercial the kiss of death. It better not be. In ayem radio a commercial may come up as often as 10 times in a half hour and that could obliterate a 10-minute show. My show, the rise and shine type, lasts from 7 to 9 a.m. Mondays through Saturdays, and it has to stay lively, not despite the commercials but including them.

I figure there's a commercial approximately every four to five minutes. This could be annoying, to say the least, unless handled with sincerity, taste and a dash of humor. Sounding sincere is up to the individual announcer. But thought and practice are necessary to develop reliable senses of taste and humor.

I like the job of early morning disc jockey, despite the hours. It's a challenge. People getting up in the morning getting ready for work don't concentrate fully on the radio, but they can be cheered on their way with a light, airy word or two and a bright, saucy tune. There's a turnover every 20 minutes, which means that I can't do anything of long duration, and that I must constantly feed the morning necessities—time, weather, temperature, and the little humor that may mean a smile. At all times I must use catch phrases and chuckle-getting remarks, not intricate stories and lengthy jokes.

Lately, the trend on ad lib shows has been to kid the commercials. But if you kid the commercial from top to bottom, people may remember the joke and fail to go out and buy. Usually people remember the last thing they hear. So I think it's a good rule, and one that I use, that if you're going to have fun with the sponsor's product, do it on top of the commercial, as a hook to capture the ear of the listener. And then, once you have his attention, make a legitimate pitch.

Rhoda, my wife, appears on the show as "Loudmouth," "Redhead," and a variety of characters. She uses various gag voices. Generally we begin the commercials together. But she doesn't participate in the legitimate pitch. Once I start selling the product in earnest, she doesn't come in. We may be announcing events at a race track. Rhoda interrupts with her story of the celebrities she saw at the track—Eddie Cantor, Frank Gallup, John Scott Trotter.

Or we may be selling packets of tissues for automobile visors, with: A friend of ours bought a dozen of these. He found them so terrific he went out and bought 11 more cars.

Or: This beer has real character. It's the kind you'd want your sister to go out with.

The Browns manage exuberance at hours when others can't crack a smile. Here Rhoda pretends to throw an anniversary cake at her husband.

Whatever you tag to the top of the commercial, however, has to be followed with a serious treatment of the product.

Of course there are all kinds of sponsors. Some of them prefer that you don't tamper with the commercial. Some insist that you handle it straight. At the other extreme are the ones who say have as much fun as you want with the product, it's up to you. But the crucial point is always implied: Sell the product. So in treating the product with humor, one should remember the facts: The sponsor laid his money on the line, and your line had better not be derogatory.

As a rule, nothing is duller than a station break. At our 50 kw outlet, management has tried to inject some originality in station breaks by using all the available star talent on the Metro-Goldwyn-Mayer lot in Culver City. The stars, and they include Jimmy Durante, Clark Gable, Esther Williams, Robert Taylor, Lionel Barrymore and many others, sign on and off with WMGM call letter identifications, and a plug for themselves. Both Rhoda and I have been playing havoc with these recorded station breaks by the MGM stars on our early morning aerial romps. This is the sort of lampooning we go in for with the station breaks:

This is a midget. You are tuned to the small letters of the stars.

(Sound of a train.) Thank you, Lionel. You are tuned to the call letters of the stars.

What is the secret of how to be gay at such ungodly hours? Ask Rhoda. She says it's no secret. Other people are grouchy in the early morning and feel good during the day. We're different. We're happy between 7 and 9 a.m. and miserable the rest of the day.

---

* *Mr. Brown runs the* Ted Brown Show, *7-9 a.m., Mon.-Sat., on WMGM New York.*

this man has ice water in his veins !

Of course he'd never volunteer to give blood, anyway. But any resemblance of this old duffer to the average, red-blooded American is a mistake.

For instance, several million healthy Americans have given blood. *But it's not enough.*

So this is to tell several million more Americans that their blood is needed—now!

We've never let anyone down who was in trouble. When a GI gets wounded and suffers *shock*—he's in bad trouble. He's got to have blood and lots of it! Folks here at home need blood too—to save their lives.

So make a date with your Red Cross, Armed Forces or Community Blood Donor Center. *One* hour and you're on your way.

BUSINESS EXECUTIVES CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ◯ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ◯ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ◯ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ◯ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ◯ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ◯ WAS THIS INFORMATION GIVEN THROUGH PLANT BULLETIN OR HOUSE MAGAZINE?
- ◯ HAVE YOU ARRANGED TO HAVE A BLOODMOBILE MAKE REGULAR VISITS?
- ◯ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ◯ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . the need for blood is **urgent!**

GIVE BLOOD

...give it again and again

NATIONAL BLOOD PROGRAM

bination of the 20 kw ERP, the half degree tilt, and the 1,285 feet elevation provided a perfect picture in Hartford at a seven to eleven mile distance and in Springfield at approximately a 30 mile distance, but did not adequately serve all of the New Britain area from two to six miles from the antenna. New Britain is located at a point 885 feet lower than the center of the antenna radiating system. There were some serious light signal areas as far as four miles from the tower. At this point the station's engineering department decided to experiment with a one degree tilt in an attempt to improve the poor signal areas within two to four miles of the tower. The shift to a one degree tilt resulted in a tremendous increase in signal strength over the entire New Britain area and also improved the signal in the Hartford area, which was already excellent from seven to eleven miles away.

During the first week of July, WKNB-TV is replacing the present TFU-21BL antenna with the new RCA TFU-21DL. This antenna will be installed with a one-half degree tilt which will restore the original service to such areas as Springfield, 30 miles distant, and at the same time is designed to provide adequate signal strength in the area close to the tower. The present antenna is doing an excellent job and this new antenna installation will serve to further increase the effectiveness of the Ch. 30 operation. Late this year it is expected that the final amplifier will be delivered by RCA which will increase the ERP to 206 kilowatts.

Prior to the start of operations, the station had spent months in negotiating with the various networks on an affiliation contract. Since the only service that was reaching the Hartford County area at all was from the basic NBC station in New Haven, the emphasis was placed on working out the details with CBS, and a supplementary contract was also made with DuMont. As was the case with most new markets, the station quickly found that the network sales organization was not in a position to concentrate on any single market, and large portions of the network business placed were solicited directly by the station sales staff through the national agencies. The demand for the market was widespread, and the major agencies placed contracts immediately for network shows based on an estimated 20,000 set figure for the start of operations. The Class A one-time rate was established at $250 per hour. On February 25, two weeks after the start of operations, sworn statements from most of the distributors in the area showed a set count of 36,645. On March 31 a similar count showed 53,017 sets equipped for Channel 30 in the market area. On April 27 this count, which was verified by a firm of certified public accountants in Hartford, reached 61,789.

As a promotion vehicle to further stimulate the conversion of existing vhf sets and to promote the sale of new receivers, the station contracted for the coverage of the Boston Red Sox baseball games with the station providing the relay facilities from the Boston station. While this proved to be an extremely expensive undertaking, it is expected that it will substantially increase the number of uhf units in the market even though the summer period is normally extremely poor for television receiver sales.

By March of this year, the picture regarding uhf had become even more complicated in the minds of national agency buyers by reason of exaggerated set counts, inability of some stations to maintain regular schedules due to faulty equipment, and reported disinterest in some markets on the part of the public to convert to uhf. Several agencies and trade organizations were attempting to survey various uhf markets to establish a true picture of uhf performance. In some cases it was found that the set counts had been exaggerated; in many other cases the sudden demand for transmitter equipment had caught manufacturers unawares with resulting shortages and technical deficiencies. However, these were isolated cases, and in general uhf was found to be doing an amazing job with a growth that far surpassed that of vhf in its pioneering days.

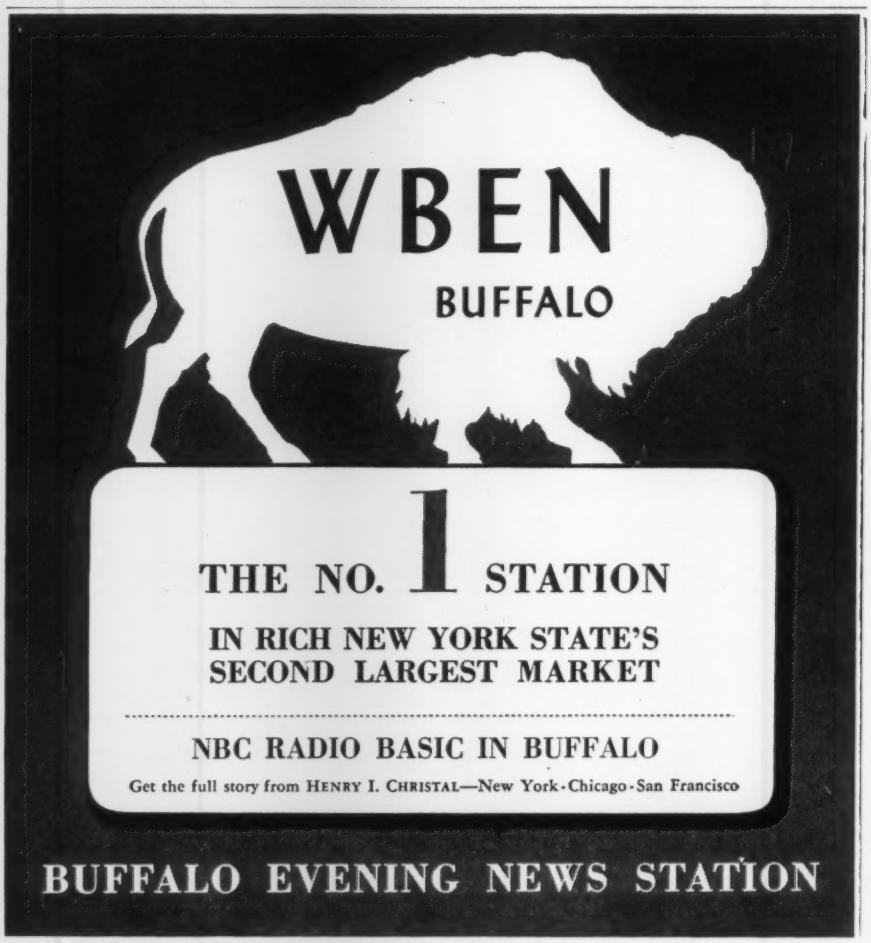
CBS Survey

Early in March, within the first three weeks of operation, a CBS representative, on an official mission to determine the uhf story, made a survey of the Hartford-New Britain market and covered a radius of some thirty miles with a glowing report of WKNB-TV's progress as a result. This survey was based on visits to dealers and hundreds of calls at private homes where the home-owner was asked whether or not he had installed a Ch. 30 receiver, or if he intended to do so. In many cases, homes with no outside antenna were found to be already equipped with Ch. 30. In those homes that were not already converted, there was intense interest, and in most cases where Ch. 30 was being received, homeowners were tremendously enthusiastic about the quality of the picture and the type and caliber of programming presented.

The station programming at this time was based on approximately 33 CBS shows weekly and three DuMont presentations, plus top quality film presentations on an early show from 6:15 to 7:30, and a late show from 11:15 to sign-off. Gaps in network programming were covered with such features as wrestling and other sports films plus half-hour feature films and syndicated shows sold on a local basis.

The local advertiser in the Hartford-New Britain market, as well as more outlying communities such as Springfield, Manchester, Middletown, Meriden, and Waterbury gave the station a tremendous vote of confidence by placing more than a quarter of a million dollars of annual business within the first two months of operation.

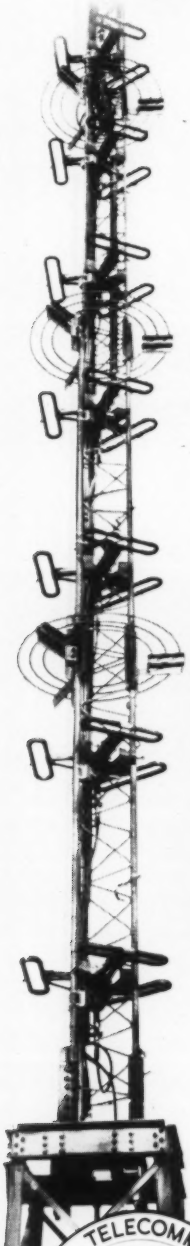
We didn't trust to luck. We stuck closely to the fundamentals of advertising, and if I were asked to suggest a plan for launching a uhf station, I would recommend this formula. It worked for us and I believe can be adapted to any other area. A full-scale educational promotion campaign in the entire Connecticut and western Massachusetts area was started four months prior to the station's inaugural telecast. Luncheon meetings were held with distributors of television receivers to orient them on the station's plans, coverage pattern, and programming and to promote the procure-


WBEN
BUFFALO
THE NO. 1 STATION
IN RICH NEW YORK STATE'S
SECOND LARGEST MARKET
NBC RADIO BASIC IN BUFFALO
Get the full story from HENRY I. CHRISTAL—New York · Chicago · San Francisco
BUFFALO EVENING NEWS STATION

Only 62¢ per watt

FOR MAXIMUM ERP

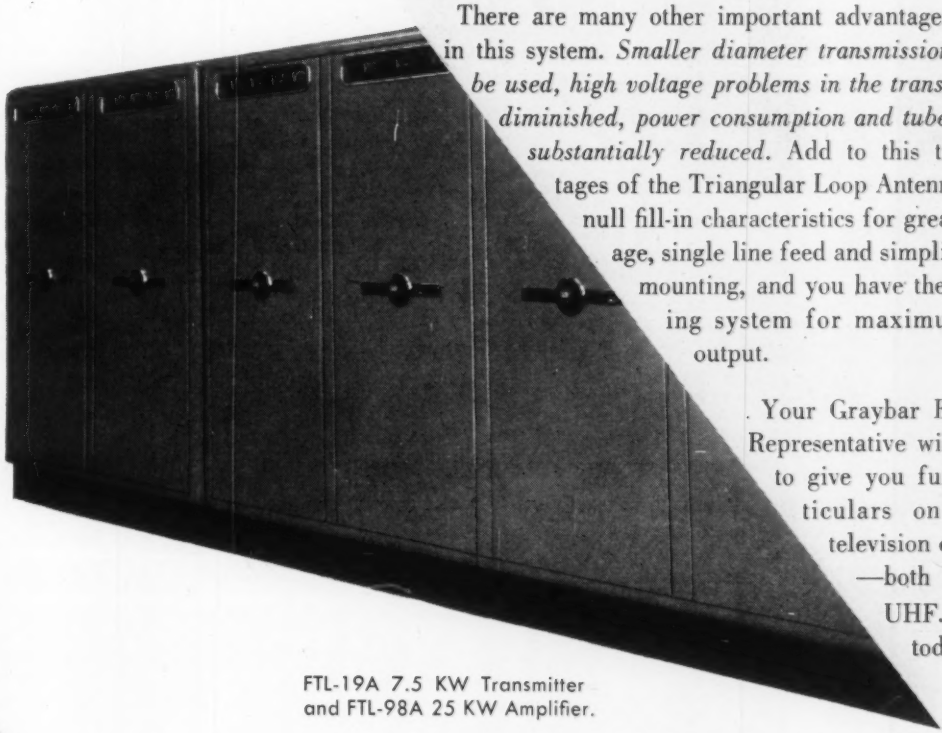
Only 62c per watt achieves full allowable power on channels 7 through 13 using this Federal transmitter-antenna combination. If you are considering maximum power for your station, consider these important advantages.



FTL-23A-16 High Gain Triangular Loop Antenna. Highest Gain Antenna available for channels 7-13.

Here is a simple, direct, inexpensive method of obtaining 316 Kw on the high channel VHF band without bulky, expensive, power-consuming amplifiers. The Federal 7.5 Kw transmitter and 25 Kw amplifier feeding the Federal high gain Triangular Loop Antenna (gain of 17) offers the television broadcaster quality equipment at reasonable initial and operating costs.

There are many other important advantages inherent in this system. *Smaller diameter transmission line can be used, high voltage problems in the transmitter are diminished, power consumption and tube costs are substantially reduced.* Add to this the advantages of the Triangular Loop Antenna with its null fill-in characteristics for greater coverage, single line feed and simplified tower mounting, and you have the outstanding system for maximum power output.



FTL-19A 7.5 KW Transmitter and FTL-98A 25 KW Amplifier.

Your Graybar Electronics Representative will be glad to give you further particulars on Federal television equipment —both VHF and UHF. Call him today.

Distributed by GRAYBAR ELECTRIC COMPANY

FEDERAL TELECOMMUNICATION LABORATORIES — FTL — AN IT&T ASSOCIATE

Federal Telecommunication Laboratories, Inc.

500 WASHINGTON AVENUE • NUTLEY, NEW JERSEY

Canadian Distributor: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributor: International Standard Electric Corp., 67 Broad St., New York

ment of uhf converters which were extremely scarce at the start of 1953. Mass meetings were held with dealers and installation men with 700 to 1,000 people in attendance and a panel of experts on the maintenance and techniques of uhf sales and installation. Newspaper ads, up to a full page, in the Hartford, New Britain, and central Connecticut newspapers were run in the form of "Reports to the People" covering the station's plans and the methods of equipping present sets for uhf. The WKNB radio station ran saturation schedules of announcements urging conversion to Ch. 30 and also featuring programs on a clinic and question and answer type format to educate the public on the subject of uhf.

Two Evangelists

Two men were thoroughly oriented in the characteristics of uhf and the station's programming plans. These men made regular appearances at luncheons and dinner meetings for civic organizations, service clubs, and various clubs and associations throughout central Connecticut. Thousands of people were contacted in this manner in informal discussions and question and answer sessions that resulted in a broader understanding of uhf and the new Ch. 30 operation that in turn produced many new installations.

WKNB-TV went on the air with the transmitter in Farmington, Conn., as its major base of operations. All programming, network and film, originate at this point, and local programming was postponed until such time as the station builds its new AM and TV studio building. However, pressure from local civic groups, advertisers, and the obvious value from a promotional point of view was immediately reflected in the purchase of a single camera chain which was installed in a room at the transmitter building. With this single camera the station has been able to meet the more urgent needs of the Hartford County area in public service programming and make available live commercials in specified periods. Recently the FCC granted the station approval to construct its new studio at Corbin's Corners in the southwest corner of West Hartford, and when the studios are completed late in 1953, full scale live programming will be established.

In addition to existing AM personnel for the radio station, 33 people have been added to staff the television station. Of these, eight are in the engineering department and six are in film. With the local sales operation covering all of the Connecticut River Valley, it was necessary to build a sales force of five men plus a sales manager.

The film department is considerably larger than originally estimated since the screening, editing, splicing, stripping, and shipping operations resulted in close to six hours of man power per hour of film presented. However, the station has been extremely particular about the quality of film presentations in an effort to establish film programming as an acceptable and basic part of a television station's programming format rather than a fill-in measure.

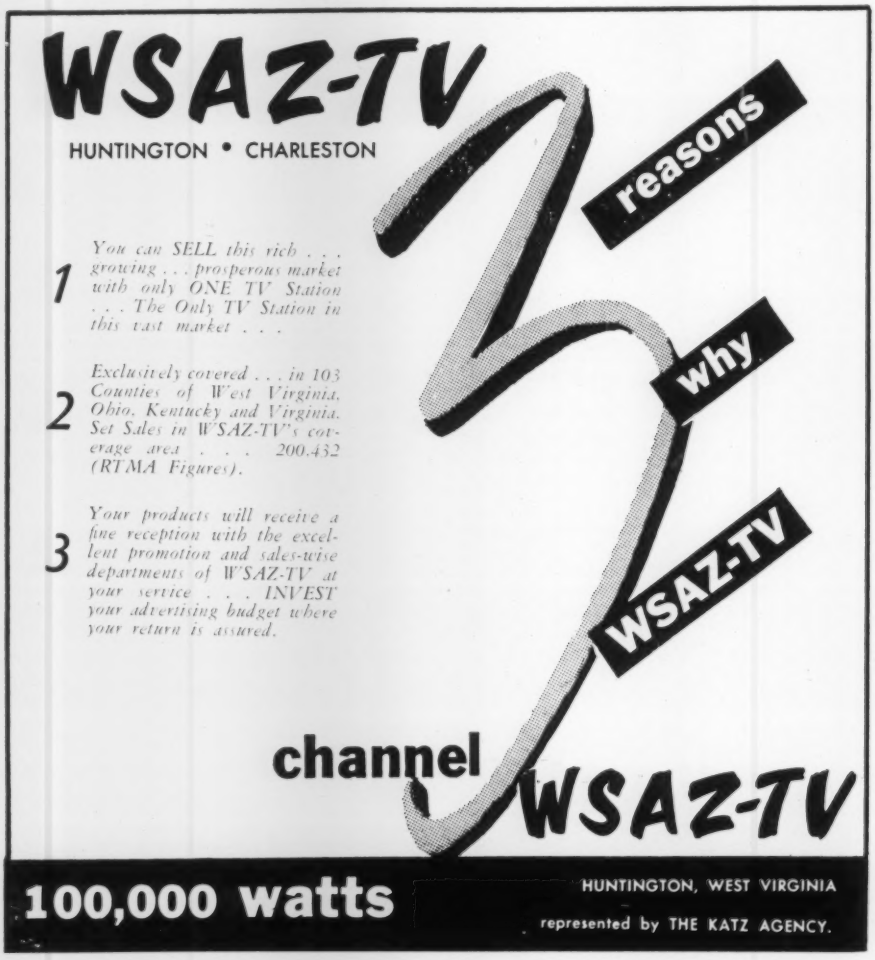
During the three and a half months of operation, WKNB-TV has experienced only one major interruption in service during its commercial hours of 3:30 p.m. to 12:30 a.m. This was caused by a short circuit in one of the tube sockets which was easily repaired when the trouble was finally located, but determining the cause of the trouble was such a lengthy problem that the station remained off the air all day. Minor interruptions have occurred during the test pattern hours of 10 a.m. to 3:30 p.m., in most cases resulting from the accumulation of dust in the transmitter as a result of making the transmitter installation while the building construction was still in progress. An interesting point during the construction of the station was a heavy accumulation of ice on the 500 foot tower during a January ice storm. Two members of the engineering department narrowly escaped serious injury when 60,000 pounds of ice fell from the tower at one time while they were inspecting the site. At this time, the transmitter building, which was located only 18 feet from the tower to prevent excessive line loss, had not been roofed in and consisted only of sidewalls. The two-by-six scaffolding around the sidewalls was crushed like matchsticks by the ice, and had the building been completed, it, too, would have been crushed by the weight of the falling ice. Fortunately, the RCA TFU-21BL antenna which was resting on a cradle approximately forty feet from the tower escaped damage. The close proximity of the tower to the transmitter building, which will probably be true in many uhf installations, had necessitated the installation of heating cable for the entire 500 feet of tower to prevent a recurrence of this incident. It is also expected that before next winter de-icing equipment will be installed on the antenna.

Conservatism Paid

And so, as the uhf picture has developed, it seems that WKNB-TV planned well. We were deliberately conservative, making no claims and doing no promotion until all facts and factors were well co-ordinated, and until the dealers and servicemen were ready to sell and install converters, sets and antennas, that meant that people through the area could receive our programs.

The station has been extremely careful to authenticate all of its set counts, and the April count of 61,789 Ch. 30 units in this area, with an estimated count in May of over 70,000, bears proof that uhf television can be and is an established medium that needs only time to equal in numbers the penetration of its vhf predecessors and offers a superior quality picture in a service area that under full power will closely rival that of vhf.

Let me come back again to that very important fact—vhf and uhf are not competitors, but full blood brothers. People in this area no longer look at uhf as a new "type" of television—it is *television*. People don't refer any longer to WKNB-TV as the new "uhf" station, but as "Ch. 30." I believe that in a very short time, throughout the United States, people will pay no attention at all to whether a station is vhf or uhf, any more than they now care whether present vhf stations are high band or low.


WSAZ-TV
HUNTINGTON • CHARLESTON
2 reasons why
WSAZ-TV
channel
WSAZ-TV
1 You can SELL this rich . . . growing . . . prosperous market with only ONE TV Station . . . The Only TV Station in this vast market . . .
2 Exclusively covered . . . in 103 Counties of West Virginia, Ohio, Kentucky and Virginia. Set Sales in WSAZ-TV's coverage area . . . 200,432 (RTMA Figures).
3 Your products will receive a fine reception with the excellent promotion and sales-wise departments of WSAZ-TV at your service . . . INVEST your advertising budget where your return is assured.
100,000 watts
HUNTINGTON, WEST VIRGINIA
represented by THE KATZ AGENCY.

"WE USED ONLY KYW IN PHILADELPHIA"

.. reports THWING & ALTMAN, INC.

TO JOE GANS, vice president in charge of Radio & Television, we're indebted for a letter that speaks volumes about advertising effectiveness in the rich Middle Atlantic market-area.

Suppose we quote directly:

"A recent review of our records points up a few facts which I think should be called to your attention.

"This season, for the first time, we used *only KYW* to cover the Philadelphia market. The results have been spectacular. We increased our budget 300% over last year, and achieved one of this season's greatest success stories!

"KYW had to produce results every day to make this increase possible. And you sure did! Results were up almost five times over last year. This is extremely gratifying inasmuch as for the first time in several years we used mostly local shows and personalities, from sign-on to sign-off, seven days a week.

"On behalf of our clients, Doubleday & Co., Inc., The Grolier Society, Inc., and The Greystone Press, may I extend to you and your associates at the station my sincere thanks for all the cooperation that made our campaign in Philadelphia so successful this season."

If you want the same rewarding response in this same rich market, put KYW at the top of your schedule! For availabilities, check KYW or your Free & Peters representative.

KYW PHILADELPHIA
50,000 WATTS · NBC AFFILIATE

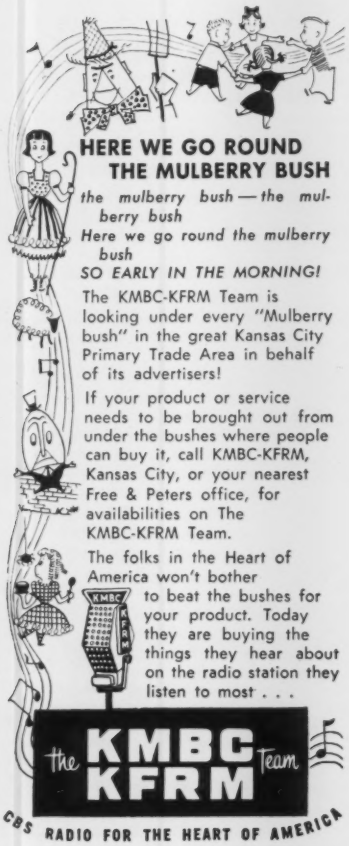
WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

WTMJ-AM-TV ZOO APPEALS

WTMJ-AM-TV Milwaukee are promoting a drive for $8,000 in funds for purchase of two elephants for the Washington Park Zoo there, after the zoo's only elephant died recently. The drive is promoted on WTMJ's *Top o' the Morning* and WTMJ-TV's *Time Out With Thomas*. The latter show presents a weekly zoo feature.

RADIO and WSIX Nashville get a boost when Joseph B. Hall (l), president of the Kroger Co. (food store chain), Cincinnati, tells that 26½% of Kroger customers are steered to the stores by radio broadcasts. Appearing before a WSIX microphone are (l to r) Mr. Hall; L. F. Monje, grocery merchandiser for Kroger's Nashville branch; Louis R. Draughon, WSIX general manager, and E. S. Tanner, station commercial director.


HERE WE GO ROUND THE MULBERRY BUSH
the mulberry bush — the mulberry bush
Here we go round the mulberry bush
SO EARLY IN THE MORNING!
The KMBC-KFRM Team is looking under every "Mulberry bush" in the great Kansas City Primary Trade Area in behalf of its advertisers!
If your product or service needs to be brought out from under the bushes where people can buy it, call KMBC-KFRM, Kansas City, or your nearest Free & Peters office, for availabilities on The KMBC-KFRM Team.
The folks in the Heart of America won't bother to beat the bushes for your product. Today they are buying the things they hear about on the radio station they listen to most . . .
KMBC
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

DOLL BIRTHDAY PARTY

VOGUE DOLLS, Pepsi Cola, Lansburgh Department Store, Washington, and WMAL-TV Washington staged a three-day promotion test for Vogue Dolls. After saturation advertising by all four participants, a gala three-day birthday party for Vogue's fashion doll, "Ginny" was held at downtown Washington's Lansburgh Department Store on June 22, 23 and 24. Youngsters attending were feted with ice cream, cake and Pepsi Cola, as Ruth Anne Flaherty, star of WMAL-TV's moppet show *Miss Ruth Anne*, demonstrated new doll fashions. Representatives of the toy company say the party was a test in the Washington area, to be followed by similar parties throughout the country.

MARKET ANALYSIS

WFMY Greensboro, N. C., has released a market analysis of Atlanta, Greensboro, Charlotte, Birmingham, Norfolk and Richmond, prepared for the station by Peat, Marwick, Mitchell & Co., certified public accountants. The report covers the estimated population, retail sales, and effective buying income of the market area within a 55-mile radius of the six cities. Copies of the booklet may be obtained from the station or the accountant firm.

NEWSPAPER PUBLICITY

THE 28-page television section of the *News and Courier and the Charleston Evening Post* was devoted to WCSC-TV Charleston on the day it began broadcasting [B•T, June 22]. Pictures of the city's first TV station, as well as news and pictures of its staff and programming events filled the supplement.

HILLBILLY BADGE

TOM EDWARDS, hillbilly disc jockey for WERE Cleveland, last week chalked up the 2,000th request for one of his special hillbilly pins since the offer was made four weeks ago, the station reports. Designed to ascertain the pull of his *Hillbilly Jamboree* every Saturday morning, the badges are sent to listeners who send in a dime to cover cost of mailing and furnish a profit for the local cerebral palsy

The Prodigal Herb Shriner Visits Back Home at WOWO

HERB SHRINER went home to Indiana June 22—to the town, Fort Wayne, and the station, WOWO, where he began his radio career in 1928.

Former colleagues and 15,000 hometowners turned out for "Herb Shriner Day" there. WOWO covered the event from the time Mr. Shriner and his wife, Pixie, stepped out of their plane, and presented a special broadcast from the Court House square.

Cal Stewart, WOWO announcer, was m.c. for the day. During the broadcast Mayor Harry W. Baals presented the comedian a "Main & Broadway" street sign, reminiscent of the days when WOWO studios were on Main Street—and in line with the title of Mr. Shriner's forthcoming MGM picture, "From Main Street to Broadway."

Mr. Shriner started out on WOWO as a harmonica player—one of a quartet dubbed the Harmaniacs. He later appeared on WOWO's *Barn Dance* and *Hoosier Hop*, which later went to network radio. WOWO, says Mr. Shriner, means "Wayne Offers Wonderful Opportunities."

Present WOWO staffers who worked with Mr. Shriner "in the old days" include Herb Hayworth, Howard Ackley, Paul Mills, Shirley Wayne, Bruce Ratts, and Hilda Woehrmeyer.

Other notables on hand for the celebration included Crawford Parker, Indiana Secretary of State, and Rep. E. Ross Adair (R.-Ind.).

A WOWO MICROPHONE and these seven well-wishers were among the 15,000 who greeted comedian and home-town-boy Herb Shriner as he lands at Fort Wayne for "Herb Shriner Day." The greeting party (l to r): Parker Crawford, Indiana Secretary of State; Carl Vandagrift, WOWO station manager; Cliff Milnor, *Fort Wayne Journal Gazette* columnist; Paul E. Mills, WOWO sales manager; Bob Shreve, former WOWO staffer now with Galbreath TV studios there; Mr. Shriner, and Shirley Wayne, WOWO staff member who paired with Mr. Shreve in the "Sari and Elmer" act during Mr. Shriner's tenure at the station. Norm Carroll, WGL Fort Wayne program director who worked on WOWO with Mr. Shriner, is behind Miss Wayne.

fun. The large celluloid pin is in the shape of a record, proclaiming "I'm a good hillbilly" around the outside, and "I listen to Tom Edwards and the *Hillbilly Jamboree* every Saturday on WERE," in the center.

GROUNDS FOR PUBLICITY

KONA-TV Honolulu, to remind advertisers that it is "percolating" again after returning to the air June 24, is sending out packages of pure Mayflower Kona Coffee. KONA told advertisers that it is back in the "regular grind" between 4 and 10:30 p.m. daily, with a new signal strength of 35,000 watts. Station is Hawaiian NBC-TV outlet and is also DuMont affiliated.

TELEPHONE CAMPAIGN

KQV Pittsburgh conducted a week-long telephone campaign, during which calls were made to thousands of Pittsburgh homes to remind listeners that their favorite CBS programs had moved to KQV, the station reports. Listeners were also reminded that they still had time to get a free chest x-ray, as a tie-in with a health campaign in the greater Pittsburgh area.

NO TIME FOR FISH

IN AN effort to bolster the "summer selling slump," Magnecord Inc. has launched a campaign at the distributor level. All distributors were sent a letter, to which was attached a hand-tied custom-made fly, wishing them luck with summer fishing and to have a good time if they can afford it. If, however, they like to eat (anything other than fish) and have to pay taxes, they are urged to sell. As an inducement, those selling specified quotas will be awarded membership in the ISIS (I Sold in Summer) Club or will be given plaques enrolling them in the NTFF (No Time For Fishing) Honor Society. Others will receive fish for a dinner in recognition of the fact that they were too busy selling to go fishing.

PHONEVISION

NEW BOOKLET on Phonevision—"What It means to Television and You"—is being distributed by Zenith Radio Corp., Chicago. The booklet contains a memo from Ted Leitzell, special assistant to the president, claiming that the system is "technically perfected and ready to go, as soon as the FCC gives the word." Zenith expects the Commission to act on its petition for hearings on subscription TV and approval of its system this fall or winter. The booklet also contains a card outlining the procedure for borrowing Zenith's 16 mm sound movie on Phonevision from Ideal Pictures.

'FROM A CRYSTAL ACORN'

MARKING the thirtieth anniversary of radio, AT&T in their publication, *Long Lines*, has printed an interesting summary of the beginning and development of radio. Titled "From a Crystal Acorn," the article tells of the early efforts of AT&T-owned WEAF New York in 1922, broadcasting of its first sponsored program, and its purchase in 1926 when NBC was formed.

FOURTH OF JULY PROGRAM

SPECIAL July fourth program, entitled *The Day of Deliverance*, was presented by WPTZ (TV) Philadelphia and NBC-TV direct from

Advertisement

From where I sit
by Joe Marsh

A Little Headwork Saves a Lot of Footwork

"I don't ever aim to give up fishing," Pappy Hayes said one day—"but the older I get the less I like hiking over to Pike's Creek. Guess I'll have to bring the fish nearer to *me*."

So Pappy went and got his nephew to bulldoze down about three acres of bottom land. Then he dammed up the little stream there.

He wrote the U. S. Fish and Wildlife Service, in Washington, and got some "blue gills" and bass to stock it—free. Pappy's idea wound up giving him (and us) just about the best fishing pond in the county . . . right in his own back yard.

From where I sit, Pappy may be older than some of us but his mind is active—and open. He's ready to listen to anybody with an idea. That's why he and I can talk on any subject—sometimes about his preference for buttermilk and mine for beer. And though we disagree, we respect each other's opinion. That's neighborliness without a "catch" to it.

Joe Marsh

Copyright, 1953, United States Brewers Foundation

MEMO
Be sure to call Weed today and ask about the "Jet Fire" WPTR Merchandising plan that covers the Albany – Schenectady Troy area

BETTER
hi-frequency response
with SOUNDCRAFT PROFESSIONAL RECORDING TAPE
it's micro-polished*

High frequency signals require a smooth tape surface for perfect recording head contact. To produce this surface all Soundcraft Professional Recording Tape is *Micro-Polished:* polished, buffed and re-polished to produce a mirror-like surface. Micro-Polishing results in improved high frequency response, greater output uniformity, lower distortion, less friction and longer head life.

Why settle for less than the best? Next time be sure to ask for Soundcraft Professional Tape . . . the one and only Micro-Polished tape!

REEVES SOUNDCRAFT CORP.
Dept. N-62
10 East 52nd Street
New York 22, N. Y.
*PAT. APPLIED FOR

Response

WFBG-TV Altoona, Pa., carried a 10-minute film to demonstrate a combination glass cutter and tool sharpener called "Gay Blade" by its producer, the Grant Tool Co., Chicago.

That was on May 19. Orders began swarming in almost immediately, and Grant quickly placed six more of the 10-minute shows on WFBG-TV.

The scoreboard by June 15: Orders for 1,275 "Gay Blades" had come from 305 towns in Pennsylvania, West Virginia, Virginia, New York, New Jersey and Maryland.

Independence Hall. Using no actors or mechanical animation, the entire show was presented through the technique of narration while cameras were trained on the doors, desk and other hallowed places where the founding fathers deliberated and discussed the break with England. The narration, written and presented by Harry K. Smith, covered the events and thoughts of the men who wrote and signed the Declaration of Independence. Aired from 5:30-6:00 p.m., the program was produced and directed by Cal Jones.

ORCHIDS FROM HAWAII

ORCHIDS from Hawaii were plentiful around New York and Chicago agencies last Thursday—orchid leis, no less. As a promotion for its appointment as national spot representative for KGU and KONA (TV) Honolulu, NBC Spot Sales arranged to have hundreds of fresh-cut leis flown directly from Hawaii. They were distributed Thursday to women radio and television timebuyers at agencies in New York and Chicago.

FAR-REACHING WHISTLE

WHILE delivering a commercial, Stan Richards, disc jockey on WORL Boston, emphasized how nice a girl looks in a Jantzen bathing suit by giving out with an appropriate whistle. Shortly after, the station received a call from an irate husband who was checking up on a gas station attendant whom he charged with whistling at his wife. The attendant claimed that the whistle came from his radio, tuned to Stan Richards' program. Then another call came in from an amused driver who had stopped for a red light and was severely reprimanded by a girl crossing the street. Again, of course, it was Mr. Richards who had whistled. The disc jockey is now very confused about girls—do they or do they not like to be whistled at? Or could this happen only in Boston?

'WHY, DADDY?'

DESIGNED to give parents the ammunition they so badly need when youngsters ask their characteristically baffling questions, a new program, titled *Why, Daddy?*, is being presented by WBAL-TV Baltimore. For example, a recent show demonstrated hypnotism, by means of illustrations, explanations of its modern uses, and an actual performance by an hypnotist. Aired from 6:30-7:00 p.m. on Sundays, the program as explained by Arnold Wilkes, director of public affairs and information for WBAL-TV, is intended primarily to provide information, but, he says, "we also hope it will help parents re-draw their battle lines in a losing intellectual struggle."

THIS AIR FORCE sergeant, Morris T. Smith of McChord Air Base, won a Hillman Minx automobile from KTAC Tacoma, Wash., for writing the winning slogan in a promotion contest there recently. The slogan: "There's good listening all the while at 850 on your dial, KTAC Tacoma." At the presentation are (l to r): Joseph Henderson, British Car Sales; Sgt. Smith; Fred McDowell, KTAC account executive; Mrs. Smith, a Japanese war bride, and Warren J. Durham, KTAC manager.

TABLES TURNED

THERE'S a weather bureau that calls a radio station for the temperature, in fact KXOK St. Louis has recently completed arrangements to furnish the Weather Bureau with that information daily. It seems that the station installed a professional-type thermometer, which records temperatures at "street level." The Weather Bureau's thermometer is on the 11th floor, and frequently there is a difference between "street level" and "official" readings. During a recent heat wave when the official temperature was 102.8 and the station's thermometer recorded 105, people calling the bureau accepted official readings, but wanted to know "street level" temperatures, as well.

WRTA
Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

PEOPLE

Advertisers

John D. Davis, Procter & Gamble, to Simoniz Co., Chicago, as brand advertising manager, where he will be responsible for Non-Scuff floor wax and Bodygard liquid car wax.

Jack Delaney appointed director of merchandising for Mrs. America super market merchandising plan, Mrs. America Inc., N. Y.

Agencies

Jeremy Gury, senior copywriter, Ted Bates Inc., N. Y., to Benton & Bowles, N. Y., as vice president and copy supervisor.

Ernest W. Eversz, copy supervisor, Foote, Cone & Belding, N. Y., elected vice president.

Herbert H. Rabke, comptroller with J. D. Tarcher & Co., to Harry B. Cohen, N. Y., as assistant to president.

William Knudsen, with R. T. O'Connell Co., N. Y., as vice president and art director, to Smith, Hagel & Snyder, as art director.

Gerald S. Corwin appointed creative director and account supervisor for Manson-Gold-Miller Inc., Minneapolis.

John Beccari, Young & Rubicam, N. Y., to David J. Mahone Inc., N. Y., as director of marketing and research.

Walter R. Avis, advertising manager of Zippo Mfg. Co., to Southward & Assoc., Chicago, as senior associate in charge of creative activity.

Carl Brandes, Noble Adv. Co., L. A., to Jimmy Fritz & Assoc., Hollywood, as account executive.

Edward A. Fonte, Biow Co., N. Y., to Ruthrauff & Ryan, N. Y., as radio and television timebuyer.

Daniel M. Davis, formerly publicity writer in public relations dept. of John Falkner Arndt & Co., Phila., to public relations dept. of Gray & Rogers, Phila. Adv. Agency.

William Tarr, Harry B. Cohen Agency, N. Y., to Duane Jones & Co., as member of copy dept.

Allen Tolchard, Cunningham & Walsh, and **Dorothy Kent,** Irving Serwer, to Grey Adv., N. Y., as copywriters. **Leonard Turovlin** to Grey Adv. as radio-TV writer.

J. C. Morse, president, Dan B. Miner Co., L. A., received honorary doctor of laws degree from College of Osteopathic Physicians and Surgeons, L. A., for outstanding work as board president, Glendale Community Hospital.

Robert E. Thompson, vice president of George W. Hayman Adv., Rockville Center, L. I., and director at WABD (TV) New York, father of girl, Jane Elizabeth.

David R. Fenwick, account executive in L. A. office of Calkins & Holden, Carlock, McClinton & Smith, received plaque from Southern Calif. Region of National Conference of Christians and Jews in appreciation for six years of service

Now . . .

SEALED

for your protection

TO MAKE SURE the new Image Orthicon you buy is "factory-fresh," RCA now seals each 5820 for replacement use in its own sturdy, tamper-proof container. The unbroken red seal is your assurance that no hand has touched your tube since it left the RCA factory. *You are the first to use it.*

Customer protection like this is typical of RCA's never-ending effort to bring broadcast and TV stations the most dependable tubes the industry can offer.

Your neighborhood RCA Tube Distributor is especially experienced in meeting your tube needs. For fast service on Image Orthicons . . . and all types of RCA tubes . . . phone him.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

wan'na buy an-island?

PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute
REPRESENTED BY BOLLING CO.

You Get COMPETENT TOWER ERECTION When Entrusted to . . .

ETS
ELECTRICAL TOWER SERVICE

THERE'S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has erected hundreds of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their enviable record of dependability and quality workmanship. Save money, time, and headaches by INSISTING that ETS do the job. Write, phone, or wire direct, or have your contractor or supplier contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1205 • PEORIA, ILL. • PH. 3-9846
Competent installation and erection of all types towers and antennas

in advancing brotherhood as chairman of committee on mass communications.

Stations

Earl Strine, commercial manager of WCHA-AM-FM Chambersburg, Pa., named general manager.

Paul B. Mowery, general manager of WABC-TV New York, appointed program and sales advisor for WFIL-AM-TV Philadelphia.

Mr. Mowrey

Stanley N. Heslop, head of national sales for WNBF Binghamton, N. Y., appointed sales manager of WNBF-AM-TV.

Gil Bond, formerly manager of KVSM San Mateo, Calif., appointed sales manager for KOL Seattle.

Earl M. Willhite, account executive, Tullis Co., Hollywood, to KMO-TV Tacoma, Wash., as general sales manager. Station is scheduled to start operations Aug. 1.

Sam Elber, promotion director of WPEN Philadelphia, named head of program and promotion departments.

Gustave Nathan, station manager of WWCO Waterbury, Conn., appointed sales manager of WKNB New Britain, Conn. **Jack Masla** to sales staff of WKNB-TV, and **Frank Struzzieri,** film expeditor at NBC-TV New York, named film director of WKNB-TV. **Burnell Poole Jr.** to production dept. and **Tom Meade** to sales staff of TV station.

Ben Greer, WFMY (TV) Greensboro, N. C., appointed program director of WGVL (TV) Greenville, S. C. **L. Herbert Porter** is to head promotion, merchandising and advertising dept., and **John Wrightson,** office manager of Oilman's Equipment Corp., Spartanburg, S. C., is new business manager.

Joseph L. Fredericks, WMAY Springfield, Ill., named program director of WEOL Elyria-Lorain, Ohio.

Frederick W. Shaffer, production manager at WSBA-TV York, Pa., promoted to program director.

Dick Zoam appointed promotion manager of WCPO-AM-FM-TV Cincinnati.

Thanks From Ike

WALTER DICKSON, operations manager of WABI-AM-TV Bangor, Me., who caught the season's first Atlantic salmon from the Bangor Salmon Pool and presented it at the White House, according to annual custom, has been thanked in a letter from President Eisenhower. The letter: "Thank you for coming in yesterday with the group from Maine to present the season's first salmon from the Bangor Salmon Pool—and congratulations again on your catch. I am aware the occasion depended on the fisherman."

Dave Murray, news and special events director of WDTV (TV) Pittsburgh, named program manager of WENS Pittsburgh.

William A. Gildersleeve, production supervisor at WNAC-TV Boston, named program director of WPMT Portland, Me.

Tony Bridge appointed program manager and news director of KBEL Idabel, Okla. **H. B. Pitchford Jr.** and **Ed Rickey** named staff announcers, and **Joe Turbyfill** named engineer.

John Peel, program director of WFRX Frankfort, Ill., appointed production manager of WIND Chicago.

Robert Cromwell appointed sales promotion manager of WHIZ-AM-TV Zanesville, Ohio.

Carl Nielsen, TV spot sales manager for NBC, named account executive for KCBS San Francisco.

Bobbe Valentine, director of publicity, KTTV (TV) Hollywood, has resigned.

John Milburn, commercial manager at KTIP Porterville, Calif., assigned to sales staff of KSFO San Francisco, as account executive.

John E. Riley, staff announcer with WVAM Altoona, Pa., appointed director of news and public relations.

Jack Henry, newspaperman and radio reporter, named news editor of KQV Pittsburgh.

Nat Kirby to sales staff of WFPA Ft. Payne, Ala.

Bill Mason, farm director of WILL Urbana, Ill., to WIBC Indianapolis in same capacity.

Gordon Mason, script dept., KNX-CBS Radio Hollywood, to KNX sales service dept.

Sandford Semel, Harry B. Cohen Adv., N. Y., to WCPO-TV Cincinnati as director.

Tom Seger, cameraman at WDTV (TV) Pittsburgh, named floor manager.

Guy Rauer, chief engineer at WCSS Amsterdam, N. Y., to WQAN Scranton, in same capacity.

Jerry White, instructor at School of Radio Technique, N. Y., has rejoined news staff of WHLI Hempstead, L. I.

Peg Smith to promotion staff of WNAX Yankton, S. D.

Chuck Bennett, production manager, KBUC Corona, Calif., and **Fred Smith,** announcer, KXLA Pasadena, to KFI Los Angeles as announcers.

Frank Teas to announcing staff of WABI Bangor, Me.

Alan H. Newcomb to announcing staff of WBT-AM-TV Charlotte, N. C.

Russ Emery, TV and recording personality, to WJAR-TV Providence.

Herb Adams and **Kay Adams** to talent staff of WLW Cincinnati.

Bill Granville, to KFAB Omaha, Neb., as music librarian.

Bob Arel to WDRC-AM-FM Hartford as summer replacement announcer.

Paul W. Morency, vice president and general manager of WTIC Hartford, received engraved gavel and joint resolution of thanks from Conn. legislators for "good will and enterprise in pro-

Breen's Cabin

EDWARD BREEN, president of KVFD (AM) and KQTV (TV) Fort Dodge, Iowa, is author of "Build Yourself a Cabin," in the July issue of *The Iowan*. Mr. Breen and his family designed the cabin ("that a friendly architect kindly translated into a blueprint"), which, essentially, was to be all one room. A massive fireplace was the nucleus. The cabin has been in use three years, but it's still not finished, "and that for us is one of its principal charms. It is something we can work on forever," Mr. Breen says. When he isn't working on the cabin, operating his radio station or planning the TV operation (KQTV is due Oct. 1), Mr. Breen busies himself as president of the Iowa Broadcasters Assn. and as chairman of NARTB's Copyright Committee.

viding complete daily news coverage of the Legislature's activities. . . ."

Hamilton Shea, general manager of WTAM and WNBK (TV) Cleveland, appointed to board of directors of "Junior Achievement" program in Cleveland and to development committee of John Carroll U.

Hugh B. Terry, president of KLZ Denver, received citation from Denver Junior Chamber of Commerce, in appreciation of benefits derived from station.

Tony Messner, manager of CJOB Winnipeg, elected president of Winnipeg Sales and Advertising Club for 1953-54. **Ralph Normandeau,** CKSB St. Boniface, elected club director.

Jerry Keefe, general manager of WFJL (FM) Chicago, non-commercial outlet, elected to executive board of Catholic International Assn. for Radio and Television at recent meeting in Cologne, Germany. Mr. Keefe, only U. S. delegate to attend, is first American to become board member.

William B. Casky, general manager of WPEN Philadelphia, was chairman of radio-TV committee for charity game between A's and Phils.

Roger W. Clipp, general manager of WFIL Philadelphia, will receive award from Allied Jewish Appeal for station's assistance, cooperation and support of recent A. J. A. drive conducted in the Phila. area.

Harry Novik, general manager at WLIB New York, received citation from Hebrew Sheltering & Immigrant Aid Society, for station's part in supporting organization.

Walter Johnson, secretary of Travelers Bcstg. Service Corp. and assistant general manager of WTIC Hartford, elected director of Retail Trade Board of Hartford Chamber of Commerce.

Harold B. Day, WABC New York's sales staff, re-elected president of Colgate U. Alumni Corp. He is one of three alumni presented with Alumni Award for distinguished service to Colgate.

B. George Barber Jr., commercial manager of WGBG Greensboro, N. C., elected president of Greensboro Advertising Club.

Roland Peterson, WNAX Yankton, S. D., named president of Yankton Junior Chamber of Commerce.

Dotty Mack, WCPO-TV Cincinnati, is first woman to receive award from Cincinnati Athletic Club.

Jack Pearse, production staff of KYW Philadelphia, elected to public relations and rehabilitation committees of Prisoners' Family Welfare Assn. of Phila.

Martin B. Monroe and **Arthur Dawson,** WOR New York account executives, were honored last week for bringing in $1 million each in net billings since joining station. Mr. Monroe has been with WOR since 1948, and Mr. Dawson since 1950.

Mort Silverman, general manager of WMRY New Orleans, honored by mayor of New Orleans for radio marathon put on by station in behalf of United Negro College Fund Drive.

Evelyn Gardiner, KDKA Pittsburgh, awarded Humanitarian Award of National Achievement Clubs Inc. for contributions in inter-group and inter-cultural understanding.

James F. Evans, Winfield, Iowa, is winner of Alfred I. DuPont scholarship, presented by WMT Cedar Rapids, Iowa.

Bill Leonard, WCBS New York, presented with Certificate of Civic Merit by **Mayor Impellitterri** for "outstanding service to the community in the 1953 spring Clean-up, Paint-up and Fix-up Campaign."

Mary Landis, WBAL-TV Baltimore, presented with Award of Merit by Baltimore Stewards and Caterers Club, for her outstanding achievements in food service by way of TV.

Mischa Bregman, music librarian and clearance chief for WCCO Minneapolis, appointed conductor of Minneapolis Pops Orchestra.

Alice Jackson, WJAR-TV Providence, received certificate from American Legion Auxiliary on behalf of station for recognition of station's contribution to education, entertainment and inspiration of community.

Roy Allen Kampmeyer, engineer at WKDN Camden, N. J., married Evelyn Ora McMonigal; **Bill Stamper,** announcer at WKDN, married Blanche Pauline Hofstetter, and **Harvey Huston,** program director, married Carol Price.

Tommy Fitzpatrick, former radio singer on

JOS. WEED & CO.,
350 Madison Ave., New York,
Know About the
5000 Watt Transmitter
Now in Use at
CHNS
HALIFAX NOVA SCOTIA
The Maritimes
BUSIEST
Commercial Station

KVTV Channel 9
The Greater Sioux City Television Market
Available Now
47,208 sets at the low $200 basic rate—in 32 Iowa, South Dakota and Nebraska counties (with 1952 effective buying income of $807,380,000).
• CBS • NBC • ABC • DuMont
Served by Cowles
See your Katz man

WE'RE HARVESTING
another bumper crop...

NOW is the time to take advantage of KOLN-TV's more than 430,000 buyers, with 57,478 sets and REAP Your Share of Profits from Southeast Nebraska
THE NATION'S BREAD BASKET
LINCOLN, NEBRASKA
KOLN-TV 12 CHANNEL
See WEED TV 26,900 Watts Visual
13,400 Watts Aural

WHBF Rock Island, Ill., awarded Fulbright Scholarship to study music in Rome, Italy.

Robert Longenecker, TV program packager-agent and m.c. on KNXT (TV) Hollywood, father of girl, June 6.

Joe Zimmermann, director of advertising and promotion for WFIL-AM-TV Philadelphia, father of girl, Lisa, June 17.

Gordon Thomas, emcee at WTMJ Milwaukee, father of son, Todd Patrick, June 5.

Al H. Wooldridge, news director of WEAU Eau Claire, Wis., father of boy, Al Henry, June 8.

Garland Burt, announcer at WLAK Lakeland, Fla., father of boy, David Lane, June 3.

Bob Mehrman, disc jockey at WTAO Cambridge, Mass., married Selma Richelson, June 14.

John Douglas, announcer at WMBR-TV Jacksonville, Fla., father of boy.

Edward Ginsberg, accountant for WTVJ (TV) Miami, father of girl.

Networks

Oliver Presbrey, formerly business manager of radio-TV div., BBDO, N. Y., and **Frank McNaughton,** former Washington correspondent for *Time, Life* and *Fortune,* have announced their association in new TV program, *Washington Exclusive,* 7:30 p.m., Sun., on DuMont.

Roy Shults, account executive with CBS Radio spot sales in New York, has resigned, effective July 5. Assuming Mr. Shults' duties will be **Frank Orth,** account executive with CBS Radio spot sales, N. Y.

Arthur Rankin Jr. resigned as head of graphic arts dept. of ABC-TV to join Video Crafts, N. Y., TV graphic arts firm.

Henry Anderson, insurance manager, ABC-Paramount Theatres Inc., elected vice president in charge of insurance div., American Management Assn., N. Y.

James Brewster Conkling, president of Columbia Records Inc. and CBS vice president, appointed for third successive year as chairman of Music Div. in Sister Elizabeth Kenny Foundation annual appeal for funds.

Memo to Critic

THE *Pittsburgh Post-Gazette* has a unique method of telling its own television editor that his criticism is off base. It runs an editorial.

William Block, publisher, and Daniel Nicoll, associate publisher, saw the recent Ford anniversary telecast—and thought it top notch. Then they picked up their paper and read that Win Fanning, TV critic, hadn't liked it at all.

"Mr. Ford's Great Show" headlined their editorial answer to Mr. Fanning, in which they pointed out that "who cares if the lighting is a little faulty here and there so long as he can enjoy a seemingly endless parade of artists like Mary Martin and Ethel Merman?"

Jack McCoy, producer on NBC-TV *Glamour Girl,* father of girl, Debra Vaughn, June 21.

Dawn Bender, who portrays Margaret on NBC Radio *One Man's Family,* and Warren VanderSchuit were married June 26.

Manufacturers

Stanley Bernstein, general manager of Electrical Tower Service Inc., Peoria, Ill., elected president and chairman of board. **Charles Guthrie,** field liaison manager, promoted to operations manager.

Mr. Bernstein

C. R. Hammond, equipment sales manager of receiving tube div., Raytheon Mfg. Co., and **O. P. Susmeyan,** plant manager of same division, appointed assistant vice presidents of division. **W. M. Thompson,** assistant manager of power div., named assistant vice president.

Kenneth B. Boothe, vice president and director of instrumentation div., elected to board of directors of Audio & Video Products Corp., N. Y. Also elected were: **Martin V. Kiebert Jr.,** formerly project director of Bendix Aviation; **Bernard B. Smith,** N. Y. attorney, and **Irving M. Buckley,** executive vice president of Trans-Carribena Airways.

William H. Beretish, special consultant and technical advisor for mid-west manufacturers, to Packard-Bell Co., L. A. (set mfgrs.), to direct activity of company's diversification program.

John C. McGranaghan, assistant manager of replacement tube sales, appointed district sales manager for General Electric replacement tube sales, with headquarters in St. Louis. **Donald G. Reik,** formerly district sales representative for GE replacement sales, tube dept., Cleveland, appointed district sales manager for GE replacement sales, tube dept., with headquarters in Washington. **John B. Coullard,** sales staff of radio-TV parts section, appointed sales engineer of GE components dept., Syracuse.

Phillip N. Gundy, formerly manager of electronic sales, Graybar Electric, Detroit, named head of newly created Eastern sales region, Ampex Corp., Redwood City, Calif.

Mr. Gundy

Cyrus T. Read, buyer in radio dept. of Montgomery Ward & Co., appointed vice president and general manager of Hedco Mfg. Corp., Chicago (radios, phonographs and sound equipment).

Representatives

Durk Watson, N. W. Ayer & Son, N. Y., to Forjoe & Co., station representatives, N. Y.

Services

Neil H. Mehler, TV program supervisor for Chicago public schools, to Illinois Institute of Technology as manager of radio-television activities. He will handle radio-TV production for institute's affiliate, Armour Research Foundation.

Carl Shipley, Washington radio-TV attorney, elected secretary of Capitol Hill Club, social organization of Republican Congressmen and businessmen.

Joan Shields, secretary to **Glenn Dolberg,** BMI vice president in charge of station relations, was married June 28 to Henry E. Cohen of Ossining, N. Y.

Personnel Relations

Isabelle Pantone, assistant librarian, KFI Los Angeles, to Academy of Television Arts & Sciences as executive secretary-office manager.

Government

Col. William Mason Wright Jr., director of Armed Forces Radio Service, Hollywood, retires from active service after 33-year military career.

Southeast
Fulltime Network
$45,000.00

Profitable station in good single station market. Excellent financing available. Ideal living conditions in a cool climate. Write for details.

Major Market
5000 Watt Independent
$95,000.00

Due to an upcoming television consolidation well established, profitable regional property will be sold at an unusually low price. Valuable real estate included.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY
RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

NEW CANADIAN RADIO RULES TAKE OVER

Regulations which went into effect last Wednesday represent a compromise between the CBC and the CAB. The broadcasters call them a "considerable improvement."

EVENING spot and flash announcements, more evening time for transcribed shows, and the dropping of proposed regulations requiring Canadian stations to broadcast fixed percentages of Canadian programs highlight the new regulations of the Canadian Broadcasting Corp. which went into effect Wednesday. The regulations [B•T, Oct. 13, 1952] were worked out by a joint committee of the CBC and the Canadian Assn. of Broadcasters following public hearings on the proposed regulations last January.

CANADA

CAB points out that while "not all the points we put forward were obtained, nonetheless considerable concessions were obtained. It is our feeling that the new regulations represent a very considerable improvement over the existing regulations and over the proposals put forward by the CBC last October."

The CBC-CAB committee which worked out the new regulations consisted of A. D. Dunton, CBC chairman; Alphone Ouimet, CBC general manager; E. F. MacDonald, CJCH Halifax; J. A. Dupont, CJAD Montreal, and T. J. Allard, CAB executive vice president.

The regulations apply to all AM and FM stations in Canada, and are expected to apply to TV when independent stations come on the air.

News Restriction

Of special interest was a new regulation prohibiting the reconstruction of sporting events by a station in any center where a live broadcast or telecast of the event was being aired. Reconstructed broadcasts would have to be identified as such every 15 minutes, and could be broadcast as a public service broadcast after the event was over if a station was doing a live broadcast of the event in the same area. The new regulations would not apply to broadcasts of running stories on sporting events supplied by a news agency, so long as the broadcasts did not purport to be on-the-spot broadcasts.

The regulation came about because of charges by CKFH Toronto that CKEY there reconstructed broadcasts of Toronto Maple Leaf out-of-town hockey games which CKFH carried direct from rink-side.

On advertising, evening spot and flash announcements, limited to four totaling three minutes in any 15 minute period, are now permitted. Advertising content for any program is now permitted on a sliding scale from 10 to 25% of time, dependent on program length and time of day. Regulations on liquor advertising, at present allowed only in Quebec province, are continued, while food and drug advertising has been brought in line with developments and current practices.

The proposed regulations which would have required all Canadian stations to carry Canadian live or transcribed programs varying from 30 to 48% of program time, were dropped when the CAB representatives and individual stations showed that this strict percentage basis would hinder rather than develop use of Canadian talent and program material.

No advertisements in the body of newscasts are permitted, continuing an existing regulation.

TV Brings British Rift

RIFT in the British Conservative Government has been reported over a proposal approved by the House of Commons last year to license commercial TV stations to introduce sponsored programs in competition with the government-owned BBC. Some Conservatives have formed a council to resist sponsored TV and since the party's majority in the House is only 17 these Conservatives could join with the opposing Labor Party against sponsored TV to defeat it. The Labor Party is wholly against commercial TV.

ENGLAND

Quinones To Address BCAB

JOSE RAMON QUINONES, president of WAPA San Juan, P. R., will address the British Columbia Assn. of Broadcasters at their convention Aug. 21-22 in Nanaimo, B. C. Mr. Quinones is first vice president of the Interamerican Assn. of Broadcasters.

PUERTO RICO
CANADA

Canadian-U.S. Station Reps Meeting Foreseen by CSRA

POSSIBLE meeting between Canadian and United States station representatives is forecast by the Canadian Station Representatives Assn. due to flight of accounts from U.S. agencies to the Canadian offices of U.S. agencies. A number of U.S. advertising agencies have opened offices in Canada in recent months, with sizeable accounts now placed from these offices, which formerly were placed on Canadian stations through the U.S. representatives of the stations.

CANADA

Also discussed at CSRA's meeting at Toronto were Canadian station rate increases effective July 1, and growth of co-operative advertising.

Alec Bedard, Radio Representatives Ltd., Toronto, was elected president of the association for the balance of the year due to move of president Ralph Judge to Montreal as president of Radio Times Sales (Quebec) Ltd.

Joint CBC-Independent TV Network Planned

PLANS for network TV jointly by Canadian Broadcasting Corp. and independent stations were worked out at a meeting at Ottawa June 22 between CBC officials and representatives of the nine independent stations licensed to date.

CANADA

The meeting explored the whole field of network operations including national program service, program contributions by the independent stations, station and network rates, and problems of film supply. Independents will carry CBC national programs either recorded on kinescope or by extension of the microwave relay service now being built to various parts of Ontario by Bell Telephone of Canada.

Technical problems were discussed at a June 23 meeting at Ottawa. Meeting was under chairmanship of E. L. Bushnell, assistant general manager of CBC, with representatives of TV licensees CKLW Windsor, CFPL London, CHCH-TV Hamilton, CKSO Sudbury, CKCK Regina, CJBR Rimouski, CHSJ St. John, CJBI Sydney and Quebec Television attending.

Upcoming Events

June 29-July 11: TV Workshop, Pasadena, Playhouse.

July 8-10: Hearing on North American Regional Broadcast Agreement; Senate Foreign Relations subcommittee, U. S. Capitol. Open.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Nanaimo, B. C.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.

Oct. 18-24: United Nations Week.

SPECIAL LISTING

Program and sales conferences, co-sponsored by BAB and BMI.

July 6-7: Northern, Billings, Mont.
July 7-8: Selwyn, Charlotte, N. C.
July 8-9: KFYR Studios, Bismarck, N. D.
July 9-10: Roanoke, Va.; Ladisson, Minneapolis.
July 10-11: Daniel Boone, Charleston, W. Va.

THE LATEST WCKY STORY

BUY W C K Y

AND GET FULL COVERAGE

IN CINCINNATI—

PLUS A BIG BONUS OF

OUT OF HOME LISTENING

WCKY CINCINNATI

XUM

it's **best** to be in the....

MIDDLE

...and the best is WSLI, the oldest regional station in Jackson at the same favorable middle position on the dial.

JACKSON, MISSISSIPPI

Weed and Company, National Representatives

WANT TO SELL CANADA?

One radio station covers 40% of Canada's retail sales

CFRB

TORONTO

50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

New Grantees' Commencement Target Dates

* Educational permittee

ST—Shares Time

(For list of operating stations, see TELESTATUS, in FACTS & FIGURES section, this issue. For data on other grantees, see 1953 TELECASTING YEARBOOK.)

LISTED BY CITY ALPHABET

Location & Channel	Date Granted & Target for Start	Network Representative
KRBC-TV Abilene, Tex. (9)	4/16/53 8/1/53	..... Pearson
WROW-TV Albany, N. Y. (41)	4/16/53 Oct. '53	....
WPTR-TV Albany, N. Y. (23)	6/10/53	....
KGGM-TV Albuquerque, N. M. (13)	3/11/53 11/1/53	CBS Weed TV
KOAT-TV Albuquerque, N. M. (7)	6/18/53 Unknown	....
KSPJ (TV) Alexandria, La. (62)	4/2/53 Unknown	....
KMMT (TV) Austin, Minn. (6)	3/26/53 8/1/53	..... Pearson TV
KERO-TV Bakersfield, Calif. (10)	6/18/53 Late Sept. '53	....
WITH-TV Baltimore, Md. (60)	12/18/52 1/1/54	....
Appalachian TV Corp., Beckley, W. Va. (21)	6/25/53 Unknown	....
WRBJ (TV) Beloit, Wis. (57)	2/11/53 Fall 1953	..... Clark
WHFB-TV Benton Harbor, Mich. (42)	2/26/53 Unknown	....
KRHT (TV) Billings, Mont. (8)	1/15/53 Late Summer-Early Fall, '53	....
KFYR-TV Bismarck, N. D. (5)	3/4/53 Late Summer-Early Fall, '53	..... Blair TV
KBSM (TV) Bismarck, N. D. (12)	3/4/53 Late Summer-Early Fall, '53	....
WBLN (TV) Bloomington, Ill. (15)	3/4/53 10/1/53	ABC .....
KDSH-TV Boise, Idaho (2)	5/14/53 Unknown	....
WSTB-TV Boston, Mass. (50)	3/26/53	....
KXLF-TV Butte, Mont. (6)	2/26/53 8/1/53	....
WWTV (TV) Cadillac, Mich. (13)	4/8/53 Nov. '53	....
WTAO-TV Cambridge, Mass. (56)	3/11/53 Sept. '53	....
WACA-TV Camden, S. C. (14)	6/3/53 11/1/53	....
KGMO-TV Cape Girardeau, Mo. (18)	4/16/53 Unknown	....
KSPR-TV Casper, Wyo. (2)	5/14/53 Unknown	....
WMT-TV Cedar Rapids, Iowa (2)	4/9/53 9/27/53	CBS Katz
WCHA-TV Chambersburg, Pa. (46)	3/11/53 Late Summer '53	..... Forjoe
WCIA (TV) Champaign, Ill. (3)	2/26/53 9/1/53	..... Hollingbery
WKNA-TV Charleston, W. Va. (49)	3/4/53 July	..... Weed TV
WAYS-TV Charlotte, N. C. (36)	2/26/53 Fall 1953	..... Belling
WIND-TV Chicago, Ill. (20)	3/19/53 Unknown	....
KHSL-TV Chico, Calif. (12)	3/11/53 8/1/53	CBS Grant
WCIN-TV Cincinnati, Ohio (54)	5/14/53 Unknown	....
WERE-TV Cleveland, Ohio (65)	6/18/53 Fall '53	....
KNEH (TV) Clovis, N. M. (12)	3/4/53 Unknown	....
KOMU-TV Columbia, Mo. (8)	1/15/53 10/1/53	NBC H-R TV Inc.
WIS-TV Columbia, S. C. (10)	2/12/53 Oct. '53	NBC Free & Peters
WDAK-TV Columbus, Ga. (28)	3/11/53 10/1/53	NBC Headley-Reed
WOSU-TV Columbus, Ohio (34)*	4/22/53 Unknown	....
WCBI-TV Columbus, Miss. (28)	3/11/53 Unknown	....
KLIF-TV Dallas, Tex. (29)	2/12/53 Unknown	....
KDIO (TV) Davenport, Iowa (36)	3/11/53 Unknown	....
WMSL-TV Decatur, Ala. (23)	2/26/53 10/15/53	....
KLZ-TV Denver, Colo. (7)	6/29/53 11/1/53	Katz .....
KTLV (TV) Des Moines (17)	3/26/53	....
WHRN (TV) Dover Del. (40)	3/11/53 Unknown	....
WCIG-TV Durham, N. C. (46)	2/26/53 11/1/53	NBC, DuM .....
WGLV (TV) Easton, Pa. (57)	12/18/52 7/15/53	ABC, DuMont Headley-Reed
WEAU-TV Eau Claire, Wis. (13)	2/26/53 Fall 1953	..... Hollingbery
WTRC-TV Elkhart, Ind. (52)	6/3/53 Summer '54	....
WECT (TV) Elmira, N. Y. (18)	2/26/53 Unknown	..... Everett-McKinney
KTVF (TV) Eugene Ore. (20)	2/11/53 Unknown	....
Eugene, Ore. TV Co. (13)	5/14/53 Sept. '53	....
KIEM-TV Eureka, Calif. (3)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Blair TV
KQTV (TV) Fort Dodge, Iowa (21)	1/29/53 8/1/53	..... Pearson
WINK-TV Fort Myers, Fla. (11)	3/11/53 10/1/53	..... Weed TV
KFSA-TV Fort Smith, Ark. (22)	11/13/52 7/15/53	ABC Pearson
KTCO (TV) Fort Worth, Tex. (20)	3/11/53 Unknown	....
KJEO (TV) Fresno, Calif. (47)	4/9/53 Oct. '53	....
WTVS (TV) Gadsden, Ala. (21)	11/6/52 August	..... Weed TV
KFXJ-TV Grand Junction, Colo. (5)	3/26/53 May '54	..... Holman
KMON-TV Great Falls, Mont. (3)	4/9/53 Unknown	....
WNCT (TV) Greenville N. C. (9)	3/11/53 9/1/53	CBS Pearson
WGVL (TV) Greenville, S. C. (23)	1/23/53 8/1/53	ABC H-R TV Inc.
WCRS-TV Greenwood, S. C. (21)	4/8/53	....
WGCM-TV Gulfport, Miss. (56)	2/11/53 Unknown	....
KHQA-TV Hannibal, Mo. (7)	2/18/53 Unknown	....
KGBS-TV Harlingen, Tex. (4)	5/21/53 10/1/53	Pearson .....
WSIL-TV Harrisburg, Ill. (22)	3/11/53 Nov. '53	....
WSVA-TV Harrisonburg, Va. (3)	3/11/53 Sept. 1	NBC Devney
WHKP-TV Hendersonville, N. C. (27)	3/11/53 Midsummer '53	....
American Bcstg. Station Inc., Honolulu, T.H. (4)	5/14/53 Unknown	....
KXYZ-TV Houston, Tex. (29)	6/18/53 Unknown	....
KID-TV Idaho Falls, Idaho (3)	2/26/53 Unknown	CBS .....
KIFT-TV Idaho Falls, Idaho (8)	2/26/53 1954	ABC .....
WNES (TV) Indianapolis, Ind. (67)	3/26/53 Oct. '53	....
WJRE (TV) Indianapolis, Ind. (26)	3/26/53	....
WJHP-TV Jacksonville, Fla. (36)	6/3/53 Fall '53	..... Perry Assoc.
KCMO-TV Kansas City, Mo. (5)	6/3/53 Fall '53	..... Katz
KMBC-TV Kansas City, Mo. (9) (St-WHB-TV)	6/25/53 9/1/53	CBS Free & Peters
WHB-TV Kansas City, Mo. (9) (ST-KMBC-TV)	6/25/53 9/1/53	CBS Blair TV
WKNE-TV Keene, N. H. (45)	4/22/53 Unknown	....
WCEE-TV Knoxville, Tenn. (26)	3/26/53	....
WWLA (TV) Lancaster, Pa. (21)	5/7/53 Fall '53	....
KLAS-TV Las Vegas, Nev. (8)	3/19/53 July '53	ABC, CBS Weed TV
General Bcstg. Co., Lawrence, Mass. (72)	6/10/53	....
WLBR-TV Lebanon, Pa. (15)	6/26/53 Unknown	....
WMRF-TV Lewiston, Pa. (38)	4/2/53 Unknown	....
KARK-TV Little Rock, Ark. (4)	6/18/53 Dec. '53	....
KTVE (TV) Longview, Tex. (32)	2/5/53 8/1/53	..... Forjoe
KFYO-TV Lubbock, Tex. (5)	5/7/53 Fall '53	..... Taylor
KTRE-TV Lufkin, Tex. (9)	3/11/53 1954	..... Taylor
WETV (TV) Macon, Ga. (47)	2/12/53 8/1/53	ABC, NBC Headley-Reed
WMAZ-TV Macon (Warner Robins), Ga. (13)	3/11/53 9/27/53	CBS, DuM Katz
WMRI-TV Marion, Ind. (29)	3/11/53 Unknown	....
WMEV-TV Marion, Va. (50)	4/2/53 Unknown	..... Donald Cooke
Marshall (Tex.) TV Corp. (16)	6/25/53 Unknown	....
KRIO-TV McAllen, Tex. (20)	2/18/53 September	....
KBES-TV Medford, Ore. (5)	3/4/53 8/1/54	ABC, CBS, DuM, NBC Blair TV

WANT A DIFFERENT TV SHOW?

Popular, well rated, entertaining?

The Sportsman's Club

52 great 15 minute hunting, fishing and outdoor panel shows. Write for audition prints.

SYNDICATED FILMS

1022 Forbes Street Phone: EXpress 1-1355

Pittsburgh 19, Pa.

Location & Channel	Date Granted & Target for Start	Network Representative
WTOK-TV Meridian, Miss. (11)	6/3/53 9/27/53	..... Headley-Reed
KMIV (TV) Miami, Okla. (58)	4/22/53 Unknown	....
WOKY-TV Milwaukee, Wis. (19)	6/3/53 9/1/53	....
KNDK (TV) Minot, N. D. (10)	2/11/53 Late Summer-Early Fall, '53	....
WTCN-TV Minneapolis, Minn. (11) (ST-WMIN-TV)	4/16/53 8/1/53	Blair .....
KGVO-TV Missoula, Mont. (13)	3/11/53 Spring 1954	..... Gill-Perna
KMBY-TV Monterey, Calif. (8) (ST-KSBW-TV)	2/19/53 Unknown	....
WPAQ-TV Mt. Airy, N. C. (55)	3/11/53 Fall 1953	....
WDHN (TV) New Brunswick, N. J. (47)	4/2/53 Unknown	....
WELI-TV New Haven, Conn. (59)	6/25/53 Unknown	....
WJMR-TV New Orleans, La. (61)	2/18/53 Sept. '53	..... Bolling
CKG Co., New Orleans, La. (26)	4/2/53 Fall 1953	..... Gill-Perna
WCNO-TV New Orleans, La. (32)	4/2/53 1/1/54	....
WTLO (TV) New Orleans, La. (20)	2/26/53 Unknown	....
WACH (TV) Newport News, Va. (33)	2/5/53 June	....
WMGT (TV) North Adams, Mass. (74)	2/18/53 10/15/53	..... Walker
KMPT (TV) Oklahoma City, Okla. (19)	2/11/53 Sept. '53	....
KTVQ (TV) Oklahoma City, Okla. (25)	2/11/53 9/1/53	....
WJDM (TV) Panama City, Fla. (7)	3/11/53 Sept. '53	..... Hollingbery
WTAP (TV) Parkersburg, W. Va. (15)	2/11/53 9/21/53	....
WEAR-TV Pensacola, Fla. (3)	6/3/53 9/1/53	..... Hollingbery
WTVH-TV Peoria, Ill. (19)	12/18/52 9/1/53	..... Petry
KOOL-TV Phoenix, Ariz. (10) (ST-KOY-TV)	5/27/53 10/1/53	....
KOY-TV Phoenix, Ariz. (10) (ST-KOOL-TV)	5/27/53 10/1/53	....
KATV (TV) Pine Bluff, Ark. (7)	6/18/53 Fall '53	....
KOAM-TV Pittsburg, Kan. (7)	2/26/53 8/1/53	....
WTVQ (TV) Pittsburgh, Pa. (47)	12/23/53 August	..... Headley-Reed
WQED (TV Pittsburgh, Pa. (13)*	5/14/53 1/1/54	....
KISJ (TV) Pocatello, Idaho (6)	2/26/53 Nov. '54	CBS .....
KWIK-TV Pocatello, Idaho (10)	3/26/53 Spring 1954	..... Hollingbery
WPMT (TV) Portland, Me. (53)	2/11/53 9/1/53	ABC, CBS, DuM, NBC Everett-McKinney-N.Y. Kettell-Carter-Boston
WRAY-TV Princeton, Ind. (52)	3/11/53 Unknown	....
WNET (TV) Providence, R. I. (16)	4/8/53	....
WGEM-TV Quincy, Ill. (10)	6/18/53 Unknown	....
WNAO-TV Raleigh, N. C. (28)	10/16/52 7/15/53	ABC, CBS, DuM Avery-Knodel
Blue Grass TV Co., Richmond, Ky. (60)	4/29/53 Unknown	....
WHEC-TV Rochester, N. Y. (10) (ST-WVET-TV)	3/11/53 Unknown	....
WVET-TV Rochester, N. Y. (10) (ST-WHEC-TV)	3/11/53 Unknown	....
WRNY-TV Rochester, N. Y. (27)	4/2/53 Unknown	....
Star Bcstg. Co., Rochester, N. Y. (15)	6/10/53	....
WREX-TV Rockford, Ill. (13)	5/14/53 Unknown	....
John Poole, Sacramento, Calif. (46)	6/26/53 Unknown	....
KFEQ-TV St. Joseph, Mo. (2)	10/16/52 8/1/53	CBS, DuM Headley-Reed
WIL-TV St. Louis, Mo. (42)	2/12/53 Late 1953	....
KETC (TV) St. Louis, Mo. (9)*	5/7/53 Unknown	....

CUT YOURSELF A SLICE
OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO "Voice of Longview" — TEXAS

THE SCOPE OF THIS LIST

B•T's New Grantee's Commencement Target Dates table includes call letters, target dates, networks and representatives on all grants issued since the closing of the TELECASTING YEARBOOK forms on Feb. 10, 1953. Construction permits issued prior to that time are included in that volume.

Where there have been *changes* in call letters, target dates, networks or representatives from the information in the YEARBOOK the listing is automatically picked up in the Commencement Date Table.

Thus the table serves as a supplement to the YEARBOOK. When a station goes on the air it is deleted from the Target Date table and appears in the Telestatus summary.

Location & Channel	Date Granted & Target for Start	Network Representative
KPIC (TV) Salem, Ore. (24)	1/29/53 Oct. '53	....
KUTV (TV) Salt Lake City, Utah (2)	3/26/53 10/1/53	ABC Hollingbery
KALA (TV) San Antonio, Tex. (35)	3/26/53	....
WJON-TV St. Cloud, Minn. (7)	1/23/53 Late Oct. '53	..... Rambeau
WCOW-TV St. Paul, Minn. (17)	3/11/53 11/15/53	....
WMIN-TV St. Paul, Minn. (11) (ST-WTCN-TV)	4/16/53 9/15/53	....
KSBW Salinas, Calif. (8) (ST-KMBY-TV)	2/19/53 Unknown	....
WBOC-TV Salisbury, Md. (16)	3/11/53 10/1/53	....
KFSD-TV San Diego, Calif. (10)	3/19/53 Unknown	Katz .....
KBAY-TV San Francisco (20)	3/11/53 Unknown	....
KSAN-TV San Francisco (32)	4/29/53 Unknown	..... McGillvra
John A. Vietor, San Jose, Calif. (48)	6/17/53 Oct. '54	....
WTOC-TV Savannah, Ga. (11)	6/26/53 Unknown	Katz .....
WTRI (TV) Schenectady, N. Y. (35)	6/11/53	....
WARM-TV Scranton, Pa. (16)	2/26/53 Early Fall '53	..... Hollingbery
KOMO-TV Seattle (4)	6/10/53	....
KDRO-TV Sedalia, Mo. (6)	2/26/53 1/1/54	....
KSHM (TV) Sherman, Tex. (46)	3/4/53 Late Summer, '53	....
WICS (TV) Springfield, Ill. (20)	2/26/53 9/1/53	..... Adam Young
Stamford-Norwalk (Conn.) TV Corp. (27)	5/27/53 Unknown	....
KCMC-TV Texarkana, Tex. (6)	2/5/53 July 1953	ABC Taylor
WIBW-TV Topeka, Kan. (13)	6/3/53 Late fall '53	....
KCOK-TV Tulare, Calif. (27)	4/2/53 Sept. '53	DuM Forjoe
KCEB (TV) Tulsa, Okla. (23)	2/26/53 Unknown	....
KLIX-TV Twin Falls, Ida. (11)	3/19/53 Unknown	....
WGOV-TV Valdosta, Ga. (37)	2/26/53 Nov. '53	..... Stars National
KNAL-TV Victoria, Tex. (19)	3/26/53	....
WINT (TV) Waterloo, Iowa (15)	4/16/53 10/1/53	....
WLTV (TV) Wheeling, W. Va. (51)	2/11/53 October	....
WTRF-TV Wheeling, W. Va. (7)	4/22/53 10/1/53	NBC Hollingbery
KEDD (TV) Wichita, Kan. (16)	2/18/53 8/1/53	ABC, NBC Petry
WILK-TV Wilkes-Barre, Pa. (34)	10/2/52 8/1/53	ABC-DuM Avery-Knodel
WTOB-TV Winston-Salem, N. C. (26)	2/5/53 9/15/53	NBC, DuM .....
Salisbury Bcstg. Corp., Worcester, Mass. (14)	6/18/53 Unknown	....
KIMA-TV Yakima, Wash. (29)	12/4/52 7/19/53	..... Weed TV
WNOW-TV York, Pa. (49)	7/11/52 Mid-Summer '53	DuM Hollingbery
KAGR-TV Yuba City, Calif. (52)	3/11/53 Unknown	....
KIVA-TV Yuma, Ariz. (11)	3/25/53 Unknown	....

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

WLW-C

Columbus' dynamic TV station

. . . with central Ohio's only Client Service Department to "plus" your advertising

light the way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever you are . . . you're headed the right way . . .

the JACK frost way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
LIncoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY
MOBILE FREQUENCY MEASUREMENT SERVICE FOR FM & TV
Engineer on duty all night every night
JACKSON 5302
P. O. Box 7037 Kansas City, Mo.

• TOWERS •
AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

VACANCY
YOUR FIRM'S NAME in this "vacancy" will be seen by 16,500 readers—station owners and managers, chief engineers and technicians—applicants for AM, FM, Television and facsimile facilities.

ACTIONS OF THE FCC

June 25 through June 30

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Broadcast Stations Authorizations as of May 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,430	569	101
CPs on air	15	32	†88
Total on air	2,445	601	†179
CPs not on air	130	20	266
Total authorized	2,575	611	455
Applications in hearing	90	1	108
New station requests	244	9	611
Facilities change requests	183	32	23
Total applications pending	913	95	730
Licenses deleted in May	0	11	0
CPs deleted in May	2	0	1

*Does not include noncommercial educational FM and TV stations.

†Authorized to operate commercially.

* * *

AM and FM Summary through June 30

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,462	2,433	154	243	93
FM	596	595	53	8	1

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	138	243	381[1]
Educational	4	13	17

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	153	41	194
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	795	337	633	505	1,138[2]
Educational	48		25	23	48
Total	850	337	658	528	1,186[3]

[1] Six CPs (2 vhf, 4 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 398 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

New Haven, Conn.—Connecticut Radio Foundation Inc. (WELI). Granted uhf Ch. 59 (740-746 mc); ERP 19.25 kw visual, 10.3 kw aural; antenna height above average terrain 563 ft., above ground 534.5 ft. Estimated construction cost $153,358.78, first year operating cost $110,000, revenue $95,000. Post office address 221 Orange St., New Haven. Studio and transmitter location on Baldwin Drive on top of West Rock Ridge. Geographic coordinates 41° 22' 00" N. Lat., 72° 58' 24" W. Long. Transmitter and antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineers Craven, Lohnes & Culver, Washington. Principals include President **Richard W. Davis** (24.19%), Vice President **Rudy Frank** (3.88%), Vice President **Edwin Schweitzer** (7.12%). Colony Bcstg. Corp. holds 21.33%. There are 55 stockholders, each of whom owns less than 1%, and 8 other stockholders, each of whom owns less than 3%. Granted June 25.

Kansas City, Mo.—Midland Bcstg. Co. (KMBC). —Granted vhf Ch. 9 (186-192 mc) on share time basis with WHB Bcstg. Co.; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,080 ft., above ground 1,023 ft. Estimated construction cost $433,616, first year operating cost $679,000 revenue $950,000. Post office address 222 W. 11 St. Studio location 222 W. 11 St. Transmitter location NW corner 23 St. & Topping Ave. Geographic coordinates 39° 05' 2.5" N. Lat., 94° 30' 57" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Leucks, Zias, Young & Jansky, Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President & Treasurer **Arthur B. Church** (37.5%). Mr. & Mrs. Church together own 72.2% of stock of Midland Bcstg. Co. Granted June 25.

Kansas City, Mo. — WHB Bcstg. Co. (WHB). Granted vhf Ch. 9 (186-192 mc) on share time basis with Midland Bcstg. Co.; ERP 316 kw visual, 158 kw aural; antenna height above average terrain 1,080 ft., above ground 1,023 ft. Estimated construction cost $500,824.25, first year operating cost $550,000, revenue $800,000. Post office address P.O. Box 389 Kansas City. Studio location to be determined. Transmitter location NW corner 23 St. & Topping Ave. Geographic coordinates 39° 05' 2.5" N. Lat., 94° 30' 57" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Spearman & Roberson; Dow, Lohnes & Albertson, Washington. Consulting engineer E. Earl Cullum Jr., Dallas, Tex. Principals include **Donald D. Davis** (0.2%); Vice President-Treasurer **John F. Cash** (0.2%); Vice President **John T. Schilling**; Secretary **R. B. Caldwell** (0.2%); Lathrop G. Backstrom (99.4%). Beneficial owner of 100% of stock (500 shares) is Cook Paint & Varnish Co. Granted June 25.

Marshall, Tex.—Marshall TV Corp. Granted uhf Ch. 16 (482-488 mc); ERP 18.6 kw visual, 9.3 kw aural; antenna height above average terrain 470 ft., above ground 493 ft. Estimated construction cost $248,753, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined, Marshall. Transmitter location State Hwy. 443, 1.9 mi. W of Harrison city limits. Geographic coordinates 32° 32' 55" N. Lat., 94° 25' 33" W. Long. Transmitter and antenna RCA. Legal counsel, Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalman Co., New York investment house which has 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Granted June 25.

Beckley, W. Va.—Appalachian TV Corp. Granted uhf Ch. 21 (512-518 mc); ERP 19.5 kw visual, 9.77 kw aural; antenna height above average terrain 680 ft., above ground 400 ft. Estimated construction cost $179,252.75, first year operating cost $150,000, revenue $150,000. Post office address 270 Park Ave., New York. Studio location to be determined. Transmitter location Fitzpatrick Rd., 0.3 mi. E of Rt. 12, S of Beckley. Geographic coordinates 37° 45' 31" N. Lat., 81° 12' 26" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer McIntosh & Inglis, Washington. Principals include President **Albin May**, no interest, executive of Ladenburg Thalmann Co. hold-

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER—
OUR UNIQUE SPECIAL INSURANCE
Covering this and related hazards—it's surprisingly INEXPENSIVE

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY, INC.
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. ADams 4-2414

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO- 3-3000
Laboratories Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 7-2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GLENN D. GILLETT & ASSOCIATES
982 NATL. PRESS BLDG. NA. 8-3373
WASHINGTON, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C
Member AFCCE

FRANK H. McINTOSH
CONSULTING RADIO ENGINEER
1216 WYATT BLDG
WASHINGTON, D. C.
Metropolitan 8-4477
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

WELDON & CARR
Consulting
Radio & Television
Engineers
Washington 6, D. C. Dallas, Texas
1001 Conn. Ave. 4212 S. Buckner Blvd.
Member AFCCE

PAGE, CREUTZ, GARRISON & WALDSCHMITT
CONSULTING RADIO ENGINEERS
MUNSEY BLDG. EXECUTIVE 3-5670
WASHINGTON 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WILLIAM L. FOSS, Inc.
Consulting Radio Engineers
EDWARD W. DEETERS
EDMUND E. PENDLETON
927 15th St. N.W. Republic 7-3883
Washington 5, D. C.

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W. EX 3-8073
Washington 5, D. C.

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-
Electronics-Communications
1610 I St., N. W., Wash. 6, D. C.
Executive 3-1230 *Executive 3-5851*
(Nights-holidays, Lockwood 5-1819)
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone EMerson 2-8071
Box 2468 Birmingham, Ala.
Phone 6-2924
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

JOHN B. HEFFELFINGER
815 E. 83rd St. Hiland 7010
KANSAS CITY, MISSOURI

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.

CARL E. SMITH
CONSULTING RADIO ENGINEERS
4900 Euclid Avenue
Cleveland 3, Ohio
HEnderson 2-3177
Member AFCCE

QUALIFIED ENGINEERING is of paramount importance in getting your station (AM, TV or FM) on the air and keeping it there.
IF YOU DESIRE TO JOIN THESE ENGINEERS
in Professional card advertising contact
BROADCASTING • TELECASTING
Natl. Press Bldg., Wash. 4, D. C.

Member AFCCE

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to:

BROADCASTING • TELECASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Managerial

Manager for fulltime, network-affiliated station in city of 25,000. Must be salesman of real ability and have general, all-round radio experience. Excellent income possibilities on a salary-commission basis. Must be sober and able to fit into community life. Prefer man in the 30-to-40 age bracket. Box 62X, B•T.

Station manager. Salary plus commission for Radio Station WMPA, Aberdeen, Mississippi. Personal interview. Contact Joe Phillips, WSSO, Starkville, Mississippi.

Salesmen

Salesman-announcer. Florida. Mostly selling but good announcing required. Salary plus commission. Box 110W, B•T.

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 23X, B•T.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KCHJ, P.O. Box 262, Delano, Calif.

Experienced salesman-announcer. Salary plus commission. Photo, tape, experience first letter. WSSC, Sumter, S. C.

Young man with car needed for sales work. Will train. Write WTUX, Wilmington, Delaware.

Announcers

Florida coast. Morning man DJ. Must have top voice, excellent delivery commercials. Send tape first letter. Box 111W, B•T.

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

New 10,000 watt independent daytime opening about September 1st in southeast, needs personality hillbilly disc jockey, also good staff man able to handle news, special events. Salary depends on what manager thinks of your audition tape and background. Box 945W, B•T.

Experienced announcer-operator for 5 kw Georgia station. Restricted permit sufficient. Box 16X, B•T.

Exceptionally good combo man, morning or afternoon shift. Virginia ABC. Only top grade announcers need apply. $80, forty hours. Box 22X, B•T.

Southern regional NBC station has opening for good morning man with special appeal to farm and industrial audience. Good pay for good man. Box 71X, B•T.

DJ and newsman. If you're good now and expect to get even better, a progressive Detroit area station has plans for you. Send audition and details to Box 80X, B•T.

Announcer-engineer at KWCO, Chickasha, Oklahoma.

Announcer, DJ. 1st class license, married man preferred. Full details to Dick Hardin, Radio Station WBUD, Trenton, New Jersey.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Urgently need staff announcer at new 1 kw daytime indie in eastern Pa. 40 hour week. Good working conditions, overtime, etc. Salary according to experience. Prefer personal interview, but will accept tape or record if sent soonest. Reply to Manager, WLSH, Box D, Lansford, Pa.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Help Wanted—(Cont'd)

Immediate opening for announcers for general staff work at radio indie in Norfolk metropolitan market. Must be strong in commercials, news and knowledge of music. Station begins TV operations in September as NBC affiliate. Audition, disc or tape required. Send to L. W. Kliewer, Operations Manager, WVEC, Hampton, Va.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Chief engineer with medium station experience. Daytime station, major northern Ohio market. Please write including background, experience, references and salary requirement. Box 909W, B•T.

AM control room operator. Start at $70 for 5 day, 40 hour week. Transfer to well established midwest VHF TV operation when opening occurs. State background. Prefer first phone. Box 980W, B•T.

Engineer with first class license to fill job of chief engineer in combo operation. No announcing. Maintenance of Gates equipment only. Here is a good job, excellent working conditions with lots of time off for outside interests. Salary $50.00 per week. Address Box 4X, B•T.

Technicians—Excellent opportunity for ung technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Engineer with first class license to fill job of chief in combo-operation. Good job, excellent working conditions. Salary $75 to start. Address, Box 98X, B•T.

Need first phone transmitter engineer at once. $65 for 40 hours. If interested, call collect P. R. Hurlbut, WCSI, phone 2-1123, Columbus, Indiana.

Production, Programming, Others

Promotion-publicity. A fine position with plenty of opportunity for big earnings is open to a good promotion man who is not afraid of work and who can not only carry out someone else's ideas, but who has workable ideas of his own, that have been used successfully elsewhere in TV and radio. Newspaper layout experience helpful, but not essential. All replies will be held in strict confidence. State your previous experience and salary expected. Box 93X, B•T.

Midwest radio-television station in city of half-million needs experienced continuity writer. As vacancy must be filled soon, submit full details and copy samples first letter. Box 99X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Girl for traffic or local news. KFRD, Rosenberg, Texas.

Television

Production-Programming, Others

New network-affiliated TV station NE section United States looking for program director, preferably man who has been assistant program director or program director in smaller TV station and commercial manager, who must have TV and/or radio experience. Positions offer exceptional opportunity and future in one of nation's major markets. Reply Box 61X, B•T.

Situations Wanted

Managerial

Sober, reliable, experienced manager who can sell hardboiled clients good radio, wants to make change. Present position long time. Box 24X, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General or commercial manager or administrative assistant, radio and/or TV. Family man with stable record. 17 years general sales or business manager and owner with CC and regional large market network and small market independent. Know radio business, national and local from transmitter to bank balance. Some TV experience. Emphasize sales. Present five figure position insecure due proposed sale of stations. Seeking connection in operation with high standards in good southern market. Offer top references. Box 87X, B•T.

Salesmen

Sales manager. AM or TV. Time salesman for station rep. Station salesman since '48. Outstanding sales record. Box 96X, B•T.

Salesman, 28. Can you use, or know someone who can use, a salesman with a top sales record, who is seeking to become associated with a worthwhile sales undertaking? I. Kammerman, 2010 Ocean Ave., Brooklyn, N. Y.

Announcers

Good, deep voice. Radio announcing school and 20 months' experience. Desire announcing position near Minneapolis. Box 748W, B•T.

Announcer. First phone. 6 years including combo-programming-copy. Independent and network. Presently CBS affiliate. Married, vet, available early August. Desire announcing position with future. Box 55X, B•T.

Combo man! Announcer and/or engineer with first phone. Programming, announcing, writing traffic, and engineering experience. College man. Graduate two leading radio schools. Sober, reliable family man with car. Presently employed. Available two weeks notice. All localities considered. Box 57X, B•T.

Announcer—CBO. Experienced; trained all phases. Excel sportscasting; athletic background. DJ; classical; news. Veteran. Dependable, willing, able. Interested permanent position begin August. Resume tape. Box 60X, B•T.

Announcer. Intelligent, ambitious. Prefer small, friendly town. Travel anywhere. Tape, references, resume. Box 64X, B•T.

One year experience announcing. Did Canal Zone League baseball play-by-play. Stage experience. Young, hardworker, dependable. Wants start. Single, veteran. Will travel for east coast interview. Box 65X, B•T.

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Need a top flite nite DJ? Top DJ in southern metropolitan market of 700,000 at 5 kw. Now available with two-week notice. Proven ability 5 years experience. Box 74X, B•T.

Three years independent and network. Announcer, program director, sports. First ticket. College, car, family, GI, 25. Prefer west. Desire opportunity for radio-TV advancement and permanency. Box 75X, B•T.

Hillbilly and popular disc jockey—presently employed—3½ years experience. Singer-musician: smooth folk and western. Was member of well-known folk and western group. Wide knowledge of popular and hillbilly records. Do interviews, special events and regular staff work. Sober, dependable, hard-working. Box 76X, B•T.

Outlying branch town's largest bank robbed 10:30 AM. Noon news direct eye witness account robbers' getaway. 12:30 PM TV affiliate motion pictures scene, including bandit's victim. If you need man capable delivering, directing livewire news coverage radio, TV, both, contact Box 77X, B•T.

Announcer. 2 years experience both network and independent. 23, married, veteran. Want something permanent. Box 79X, B•T.

First class combo. Experienced, strong news, news writing, music. College graduate. $300 minimum. Box 82X, B•T.

Topnotch announcer. First phone. Mature news-special events expert. Box 83X, B•T.

Situations Wanted—(Cont'd)

Ten years radio-television. Versatile, dependable, veteran. Outstanding news-sports. Box 85X, B•T.

17½. High graduate. Limited experience. Ambition unlimited. Voice not fully matured. Read intelligently. Pronounce accurately. Box 86X, B•T.

Staff announcer. Third ticket. Writers Guild card. Single. Will travel. Tape, resume available. Box 88X, B•T.

Some experience. Smooth DJ, strong sports. For permanent staff. Free to travel. Draft exempt. Resume, references, tape. Box 89X, B•T.

Experienced in announcing, engineering, TV, films. 2nd class ticket, college graduate, 2 years metropolitan FM station. Box 91X, B•T.

Announcer. Versatile, sports play-by-play specialty. Capable staff man. Box 92X, B•T.

Young lady. Regular announcing—commercials, DJ. Illinois preferable. Disc, photo. Box 100X, B•T.

Announcer, 5 years experience, desires staff with 50 kw station. Minimum salary $75. Larry Bosi, 3921 W. Polk, Chicago. Nevada 8-8832.

Announcer. Young, versatile, veteran, reliable. Staff, news, specializing sports, control board, 3rd class ticket. Light experience. Resume, tape. Jerry Callen, 1662 Hoe Ave., Bronx 60, New York.

Versatile announcer, staff, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 109 12th Avenue East, Alexandria, Minnesota.

Technical

Engineer first class wishes transmitter job, no announcing. Age 49. Box 81X, B•T.

Technician. 5 years experience, console transmitter, disc and tape recordings. Box 95X, B•T.

Production-Programming, Others

Writer-announcer, presently employed . . . seeking better opportunity. Single, excellent references. Box 44X, B•T.

Has overhead overcome your profit? Man-wife team: she secretary, bookkeeper, traffic, general; he news, commercials, write, sell, first class license. Work out interest, perhaps invest, progressive station with potential. Prefer southwest, midwest, south. Invite propositions. Box 63X, B•T.

Immediate permanent position desired in radio, TV or agency on southern coast. 8 years in radio, continuity; broadcasting own shows; transcriptions and public service copy; voice work on discs; traffic mgr.; servicing accounts; familiar all departments. Female. State salary and/or talent fees, date position available, geographic location. Box 67X, B•T.

Can write-produce-manage. I have six years TV production and programming experience. Radio and stage background. Now agency employed. Looking for a job with future. Family man. Best references. Box 73X, B•T.

Over 2 years experience copywriting, sales, announcing. Radio school graduate. Like opportunity in programming-directing radio or TV. Prefer east coast. Consider anywhere. Box 78X, B•T.

Commercial writer-producer. In 8 years, I've worked with some of the finest stations and agencies from N.Y.C. to midwest. Top references. Want responsible job, good surroundings. Box 84X, B•T.

Young lady. Television singer. Write copy. Radio experience. Recording available. Box 102X, B•T.

Television

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Commercial or local sales manager. Experienced all phases TV-AM operations. Excellent record. Presently employed similar capacity. Box 931W, B•T.

Theater man with radio experience and sales knowhow available immediately; organizer, promoter. Box 70X, B•T.

Situations Wanted—(Cont'd)

Technical

Commercial photographer, first phone, college, thorough radio training, desires connection with station with TV application. Good voice. West coast. Box 701W, B•T.

Assistant chief engineer, experienced VHF-UHF-television, desires permanent position as chief of TV station, western Pa. or vicinity. Prefer station in paper stage. Box 59X, B•T.

Chief engineer, thoroughly experienced in all phases, fully qualified, finest references, seeks permanent position Gulf Coast, west coast or southwest. Box 68X, B•T.

Production-Programming, Others

Experienced television production worker available August 1st. Ten years radio background. Excellent training, business, character references. Consider radio job with TV future. Box 946W, B•T.

TV continuity director, plus announcing. Midwest only. Thoroughly experienced, 4 years TV, 7 radio. Married. Presently employed TV. Copy samples. Box 11X, B•T.

Film man, 27, administrative, teaching, writing background, seeks start in TV station anywhere. Box 56X, B•T.

Available for aggressive news-film operation. Familiar with film production. Trained as cinematographer. Presently radio news director in midwest. Bob Shafer, KXIC, Iowa City, Iowa.

For Sale

Stations

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualified will be interviewed in this matter. Box 994W, B•T.

West coast; 500 watt daytime. No competition. Indie. Must sell because of illness. $8,000 down. Box 58X, B•T.

Equipment, etc.

WE 506B-2 10 kw transmitter. Will sell all or any of the component parts. Two WE 109A reproducer groups complete. Any offer considered. Call Huntington, West Virginia, 3-3421.

Presto dual disc recorder all 3 speeds crated FOB Jacksonville, Florida. $500. P. O. Box 4554.

5 kw AM transmitter RCA type BTA-5F and seven 229 ft. self-supp. Blaw-Knox towers, insulated, marked for erection. Write John M. Sherman, WCCO-TV, Minneapolis, Minn.

Component parts or complete, 5 kw composite Doherty transmitter. Priced for quick sale. Prompt reply to request for parts. Chief Engineer, WKNE, Keene, New Hampshire.

Blaw-Knox H21—250 foot supporting tower; 300 feet 3⅝ inch Andrew coaxial line; Western Electric 8 bay antenna; Westinghouse 10 kw transmitter; Hewlett-Packard monitoring equipment; Silica-gel dehydrator; Western Electric limiter amplifier—For sale in whole or part. Make offer WWIN, 5740 Reisterstown Road, Baltimore 15, Md.

Wanted to Buy

Stations

Qualified party wishes to buy 250-1000 watt full-time station in mid-Atlantic coastal state. Please send complete details to Box 19X, B•T.

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Lease or buy used microwave equipment. Box 90X, B•T.

RCA 70-C vertical lateral turntable. Also RCA BA-2C booster amplifier. KFRO, Longview, Texas.

KSON San Diego wants Scott noise suppressor model 910 in good condition. Give description and price. Fred Rabell, General Manager.

Small console or consolette with or without one or two turntables. Send complete details to KTBB, Tyler, Texas.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

10 or 5 kw AM used, good condition, transmitter. If 5 kw, must be convertible to 10 kw. Station WPRA, Mayaguez, P. R.

Used equipment, 10 kw transmitter including tower, master control and turntables. Will pay cash. Write P.O. Box 43, Guatemala City, Central America.

10 kw FM transmitter and associated equipment wanted immediately. Give hours logged, experience, asking price. Reply Custom Electronics, Inc., 813 Chartres Street, New Orleans, La.

Miscellaneous

FCC license in a hurry. Correspondence and residence courses. Many successful graduates Grantham Radio License School, 6064 Hollywood Boulevard, Hollywood, Calif.

Help Wanted

Announcers

WANTED

Topflight deejay, with an original program idea, and possessing air salesmanship, alert, and looking for a good radio future in a major city with big league opportunities. If you are that dynamic personality, with that good audience building program ability, then rush your letter and audition tape to Box 218, Cleveland, Ohio.

TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $15,000, do not apply, as you do not have the background we require. A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B•T.

Help Wanted—(Cont'd)

Production-Programming, etc.

CONTINUITY WRITER

for largest department store operation in middle Atlantic state. Send background, picture, salary expected in first letter.
BOX 104X, B.T.

Television

EXPERIENCED TV PERSONNEL

Excellent opportunity new UHF station—first in Springfield, Ill. market. Directors with live studio production experience. Engineers with minimum one year in TV. Film editor. Continuity editor-writer with local-retail copy background. State age, experience, salary requirements. Box 101X, B•T.

Salesmen

WANTED:

Topnotch TV Salesman for Topnotch TV Station in Rich Market

WFMY-TV, Greensboro, N. C., wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

Situations Wanted

Production-Programming, Others

FILM PRODUCTION MAN, 15 years in the business, is looking for new motion picture company or TV station who wants to save money and headaches in setting up and operating a film business; or older company with sales contacts but whose costs are too high, quality too low, and who needs a good producer to solve general and technical problems. Can consider permanent position only. Reliable, good references and professional history. Box 69X, B•T.

For Sale

Brand New Station Wagon
FOR SALE
I have a brand new Willy's station wagon which I will sell $300 off list price. Reason for magnanimity is because new car was taken in settlement of claim, and I have no need for it. Write Box 103X, B•T.

Employment Service

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE
Executive Personnel for Television and Radio
Effective service to Employed and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5, D. C.

ing 10% interest in applicant; Treasurer **Joseph Low** (18%), New York attorney; Secretary **George Becker** (22%), New York attorney, plus three New York individuals and two corporations. Applicants also have filed for uhf stations in Goldsboro, N. C., Marshall, Tex., Clarksburg, W. Va., and Merced, Calif. Mr. Becker holds minority interest in uhf applications for La Crosse, Wis., Cedar Rapids, Iowa, Champaign-Urbana, Ill., and Paducah, Ky. Granted June 25.

Applications

Brockton, Mass — Trans-American Television, uhf Ch. 62 (758-764 mc); ERP 193.3 kw visual, 104.4 kw aural; antenna height above average terrain 431 ft., above ground 458 ft. Estimated construction cost $311,015.85, first year operating cost $232,000, revenue $221,416. Post office address 275 Washington St., Boston. Studio location to be determined. Transmitter location on Route 18, 0.16 miles N of Highland St., East Bridgewater. Geographic coordinates 42° 03' 16" N. Lat., 70° 57' 07" W. Long. Transmitter and antenna RCA. Legal counsel Leo Resnick, Washington. Consulting engineer Robert M. Silliman & Assoc., Washington. Principals include President-Treasurer **Harry E. Franks** (33⅓%); Directors **Morton M. Goldfine** and **William B. Lamprey,** part owners of WESX Salem, Mass. Filed June 26.

Grand Rapids, Mich.—Pennisular Bcstg. Co., uhf 23 (524-530 mc); ERP 216 kw visual, 110 kw aural; antenna height above average terrain 484 ft., above ground 445 ft. Estimated construction cost $340,807.64, first year operating cost $260,000, revenue $300,000. Post office address 123 Pearl St., N.W. Studio and transmitter location near intersection Conell Road & Bridge St. Geographic coordinates 42° 57' 56" N. Lat., 85° 43' 08" W. Long. Transmitter and antenna GE. Legal counsel Kirkland, Fleming, Green, Martin & Ellis, Washington. Consulting engineer Craven, Lohnes & Culver, Washington. Principals include local businessmen President **John D. Loeks** (40%), Vice President **Edward A. McCready Jr.** (20%), Vice President **Howard W. Freck** (20%), Treasurer **E. A. McCready** (20%). Filed June 26.

Toledo, Ohio—Maumee Valley Broadcasting Co., vhf Ch. 11 (198-204 mc); ERP 316 kw visual, 248 kw aural; antenna height above average terrain 1,022.5 ft., above ground 1,055 ft. Estimated construction cost $766,231, first year operating cost $709,490, revenue $747,040. Post office address 902 Toledo Trust Building. Studio location to be determined. Transmitter location Cousino Road between Seamen St. and Jerusalem Road about 7 miles E of Toledo. Geographic coordinates 41° 38' 38" N. Lat., 83° 21' 14" W. Long. Transmitter and antenna GE. Legal counsel Roberts & McInnis, Washington. Consulting engineer George C. Davis, Washington. Principals include **Bernard R. Baker II** (3.9%), Vice President **George P. Crosby** (3.9%), Secretary **Robert Nelson Torbet** (1.5%), Treasurer **Robert F. Kahle** (2.3%), Directors **Hulbert Taft Jr.** and **David G. Taft,** associated in Taft-family-owned WKRC-AM-FM-TV Cincinnati and WTVN (TV) Columbus. Filed June 26.

Miscellaneous

WANTED

TOP SYNDICATED FILMS
FOR SALE TO TV ACCOUNTS

•

Features - Shorts - Variety

•

Offer to Principals Only
Send Full Details with Lists
in First Letter, Please
Contact . . . Now

North American Enterprises Inc.

Program Division
CLEVELAND 18, OHIO
YEllowstone 2-0095

For the best in Complete Erection of
Tower ■ Antenna ■ Lights ■ Co-Ax Cable
Write • Call • Wire
J. M. HAMILTON & COMPANY
Painting ■ Erection
Maintenance
YEARS OF EXPERIENCE
Box 2432, Tel 4-2115, Gastonia, N. C
GET READY NOW FOR THIS SUMMER'S WORK

Applications Amended

Wasco, Calif.—E. J. Peters requests amendment of TV application to change name of applicant from E. J. Peters tr/as Maple Leaf Bcstg. Co. to E. J. Peters; frequency from uhf Ch. 33 (584-590 mc) to uhf Ch. 37 (608-614 mc); ERP from 15.996 kw visual and 7.998 kw aural to 15.996 kw visual and 8.631 kw aural. Filed June 4.

Albany, N. Y.—Patroon Bcstg. Co. (WPTR) requests amendment of application for uhf Ch. 23 to change geographic coordinates from 42° 38' 11" N. Lat., 74° 00' 11" W. Long to 42° 38' 04" N. Lat., 74° 00' 11" W. Long. [Application was granted June 11]. Filed June 8.

Existing TV Stations . . .

Action by FCC

WTPA (TV) Harrisburg, Pa.—Harrisburg Bcstrs. granted STA to operate on a commercial basis on uhf Ch. 71 for period June 23 to Dec. 23. Granted June 23; announced June 29.

TV Permit Cancelled

KRIO-TV McAllen, Tex.—Texas State Network Inc. granted request for cancellation of unissued CP for new station on uhf Ch. 20 and deletion of call letters. Deleted June 26; announced June 29.

New AM Stations . . .

Applications

Grangeville, Idaho—Far West Radio Inc., 1230 kc, 250 w unlimited. Estimated construction cost $6,950, first year operating cost $24,000, revenue $30,000. Principals of co-partnership are James S. Cooper, David L. Dodd, chief engineer KCLX Colfax, Wash., and Eugene Pournelle, 50% owner of KCLX. Filed June 5.

Jacksonville, N. C.—Seaboard Bcstg. Corp., 910 kc, 1 kw daytime. Estimated construction cost $16,400, first year operating cost $30,000, revenue $40,000. Principals and co-owners are President Jerry Popkin, Vice President Sidney Popkin, Treasurer Harold Adler and Secretary Milton Adler. Post office address Box 753 Jacksonville. Filed June 5.

South Pittsburg, Tenn.—Eaton P. Govan Jr. d/b as Marion Bcstg. Service, 910 kc, 500 w daytime. Estimated construction cost $9,850, first year operating cost $20,400, revenue $28,800. Mr. Govan is manager WCRI Scottsboro, Ala. Filed June 5.

Existing AM Stations . . .

AM Permit Cancelled

Dages I. Boyle, Richmond, Ky.—Granted request to cancel CP for new AM station on 1420 kc with 1 kw daytime. Deleted June 24; announced June 29.

New FM Stations . . .

Actions by FCC

Independence, Kan.—Central Bcstg. Inc. (KIND) granted permit for new Class A FM station on Ch. 228 (93.5 mc) with ERP 330 w and antenna height above average terrain 180 ft. Granted June 25; announced June 26.

Existing FM Stations . . .

Actions by FCC

WLRD (FM) Miami Beach, Fla.—Mercantile Bcstg. Co. granted modification of license to change location to Miami. Granted June 25; announced June 26.

WSTR-FM Sturgis, Mich.—WSTR Inc. granted change of ERP from 670 w to 285 w and antenna height above average terrain from 195 ft. to 210 ft. Granted June 25; announced June 26.

WWSW-FM Pittsburgh — Granted change of ERP from 8.5 kw to 20 kw; antenna height above average terrain from 690 ft. to 500 ft. Granted June 24; announced June 29.

WRHI-FM Rock Hill, S. C.—York County Bcstg. Co. granted change from Class B to Class A FM station; change from Ch. 248 to Ch. 252 (98.3 mc); change ERP from 9.4 kw to 650 w. Decision June 25; announced June 26.

FM Station Deleted

WAYS-FM Charlotte, N. C.—Inter-City Adv. Co. granted request to cancel license and delete operating FM station on Class B Ch. 299. Deleted June 22; announced June 29.

Ownership Changes . . .

Actions by FCC

WSGN-AM-FM-TV Birmingham, Ala. — Birmingham News Co. Granted voluntary assignment of license to Jemison Bcstg. Co. Consideration

$375,000. Assignor recently purchased WAPI, WAFM (FM) and WAFM-TV. Jemison principals are John S. Jemison Jr., investment banker, 74.9%; Carl D. Hulsey, realtor and investor, 25%, and Bascom Hopson (WJBY-AM-FM Gadsden, and majority stockholder in WHBB Selma), 0.01%. Granted June 26.

WRAG Carrollton, Ala.—Roth E. Hook and William E. Farrar granted assignment of license to new corporation, Pickens County Bcstg. Co. There is no change in ownership as assignment is merely to transfer the operation to a corporation. Granted June 22.

KCSA-AM-TV Tucson — Catalina Bcstg. Co. Granted voluntary acquisition of control by Erskine Caldwell, fiction writer, who increases holding from 32.8% to 51%. Involves withdrawal of stockholders William Small, William H. Johnson and Mrs. Claire Ellinwood (total 44%) and transfer of stock to Mr. Caldwell, minority stockholder John B. Mills and new party, H. H. Davis, son of Don Davis, WHB Kansas City. Consideration $39,148. Granted June 26.

WKKO Cocoa, Fla.—Brevard Bcstg. Co. (W. D. Wilson, Seay Wilson, Davis Wilson, Emerson Browne and Sarah Browne) granted assignment of CP to same principals, deleting W. D. Wilson and adding Carl Collins Jr. d/b as Brevard Bcstg. Co. Mr. Wilson's 22% interest transferred to Mr. Collins for consideration of $5,500. Granted June 26.

KULA Honolulu—Pacific Frontier Bcstg. Co. Granted transfer of control to American Bcstg. Stations Inc. **(WMT Cedar Rapids, Iowa) and KJBS Bcstrs. (KJBS San Francisco)** by sale of all stock in licensee. Consideration $300,000. Transferors: Interstate Bcstg. Corp. (41%); Robert Hinckley (33⅓); Jack Burnett (16%) and minority stockholders. Granted June 26.

KCIL Houma, La.—Radio Station KCIL. Granted assignment of license to KCIL Inc. Consideration $40,000, plus lease of land and buildings for one year at $300 per month with option to buy for $25,000, is paid to sole owner Charles W. Lamar Jr., joint permittee of KTAG (TV) Lake Charles, La., and WPFA (TV) Pensacola and interested in WAFB-AM-FM-TV Baton Rouge. Denver T. Brannen, one-third owner of WACL Waycross, Ga., holds 98% of KCIL Inc. Granted June 26.

KDAV Lubbock, Tex.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. Granted voluntary assignment of CP to Western Bcstg. Co. Mr. Zorns retires from station; Mr. Worley reduces holding from 50% to 20% and David Pinkston and Leroy Elmore buy 40% each. Total consideration $2,500. Granted June 26.

KBOP Pleasanton, Tex. — Atascosa Bcstg. Co. Granted assignment of license to Ben L. Parker, present 50% partner, by purchase of half interest of Marguerite Drain for $15,000. Granted June 26.

KDYL-AM-FM-TV Salt Lake City—Intermountain Bcstg. & TV Corp. Granted voluntary transfer of control (100%) and subsequent assignment of license to **TLF Bcstg. Corp.** Consideration $2.1 million. TLF is wholly owned by **Time Inc.**, which permits **G. Bennett Larson,** new president and general manager of stations, to purchase 20% for about $50,000. Granted June 25.

Applications

KBLO Hot Springs, Ark.—Robert S. Bielow tr/as National Park Bcstg. Co. Requests consent to assign construction permit to National Park Bcstg. Co., partnership composed of **Robert S. Bielow** (75%) and **J. W. Meredith** (25%) for $5,000. Filed June 16.

WMOC Covington, Ga.—Covington News Inc. Requests assignment of license to WMOC Inc. Consideration is one year lease for $2,000 and option to purchase for $35,000. Principals are President **George P. Mooney** (20%), time salesman WMCT (TV) Memphis, Tenn.; Vice President-Secretary **Abe D. Waldauer** (20%), 30% owner of Skyvue Theatre; **Don J. Lynch** (20%), vice president and general manager WBSR Pensacola, Fla.; **D. F. Prince** (20%), salesman WBSR Pensacola. Filed June 10.

WBML-AM-FM Macon, Ga.—Middle Georgia Bcstg. Co. Allen M. Woodall (50%) and Howard E. Pill (50%) request relinquishment of negative control to licensee by sale of 40% capital stock for $22,333. Principals would now include President **Allen M. Woodall** (26%), 20% owner WMOG Brunswick, 25% interest WRDW Augusta, 50% owner WDAK Columbus; Vice President **Howard E. Phil** (26%), 50% owner WDAK Columbus; Secretary-Treasurer **E. F. MacLeod** (6%). Filed June 2.

WIZZ Streator, Ill.—Streator Bcstg. Co. requests assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (22.5%), **Charles Vendever** (22.5%), **Joel W. Townsend** (6%), **Morris E. Kemper** (11.5%), **T. Keith Coleman** (14.5%), **Ben H. Townsend** (6%) and **Vernon R. Nunn** (20%). Jack H. Wiedeman has withdrawn from the partnership and his $5,000 capital is to be furnished by remaining partners except Vernon R. Nunn. Filed June 16.

WILO Frankfort, Ind.—Radio Frankfort requests assignment of construction permit to new partnership under same name consisting of **Stephen P. Bellinger** (28.5%), **Charles Vendever** (28.5%), **Joel W. Townsend** (7.1%), **Morris E. Kemper** (14.2%), **T. Keith Coleman** (14.5%) and **Ben H. Townsend** (7.1%). Jack H. Weideman has withdraw from the partnership and his $5,000 capital is to be furnished by the remaining partners. Filed June 16.

WMBH-AM-FM Joplin, Mo.—Joplin Bcstg. Co. Charles David Blair, owner of 30 shares, and Joplin Globe Pub. Co., owner of 120 shares, request transfer of control of licensee corporation by sale of stock to D. J. Poynor for $32,000. Mr. Poynor, president and general manager of WMBH, now owns 60 shares. Filed June 2.

KHMO Hannibal, Mo.—Courier-Post Pub. Co. Requests assignment of license to James P. Bolling and Ada H. Bolling d/b as Bolling Bcstg. Co. for $130,000. Assignor's purpose is to comply with condition accompanying pending application to assign to Lee Bcstg. Inc. (WTAD) Quincy, Ill., permit for KHQA-TV (formerly KHMO-TV) Hannibal. Filed June 12.

WLEA Hornell, N. Y.—Hornell Bcstg. Corp. Kenneth Beckerman, Maxwell V. McCarthy and Thomas F. Kinney request transfer of control to Charles D. Henderson by sale of 61.2% for $12,150. Mr. Henderson is treasurer and majority stockholder of Allen Eddy Pub. Co. and president and treasurer of State Printers. Filed June 10.

WGNR-AM-FM New Rochelle, N. Y.—Irving J. Roth, trustee in bankruptcy of New Rochelle Bcstg. Service Inc. Requests assignment of license to Radio New Rochelle Inc. for $21,000 cash and assumption of mortgage of about $2,500 plus interest. Principals include President James A. Iodice (47.8%), half owner J. A. Iodice Assoc., radio advertising agency; Vice President Lee Morrison (23.5%), president WPAC Patchogue; Secretary Don R. Iodice (5.6%), half owner J. A. Iodice Assoc.; Treasurer Morton Morrison (17.4%), stockholder in WPAC. Filed June 8.

WMAP Monroe, N. C.—Union Bcstg. Co. Requests transfer of 50% interest by D. W. Marble to four other present stockholders: J. Archie Laney, Frank A. Funderburk, William D. Benton and Robert I. Smith for $20,000. Filed June 8.

WSAP Portsmouth, Va. — Portsmouth Radio Corp. Requests transfer of control to Charles J. Dule Jr. and 25 other individuals by sale of all issued and outstanding stock for $97,300. Principals include President C. J. Duke Jr. (5.4%), Vice President Judge Floyd E. Kellam (5.6%) and Secretary-Treasurer Henry Clay Hofheimer (14.7%). Filed June 1.

WTAP Parkersburg, W. Va.—West Virginia Enterprises Inc. Request relinquishment of control through sale of 57.5% of stock from Frank A. Baer, Helen K. Baer and Ben K. Baer to Harold L. and Melva G. Chernoff (42.5%), Theodore A. Eiland (10%) and Lydia Busek (5%) for $43,100; 13% of stock is to be transferred to the children of Frank A. and Helen K. Baer. Filed May 27.

Hearing Cases . . .

Final Decisions

Sacramento, Calif.—New TV, uhf Ch. 46. FCC made effective immediately the initial decision granting application of John Poole Bcstg. Co. for new TV station on Ch. 46 with ERP 207 kw visual and 107.7 kw aural, antenna height above average terrain 514.2 ft. Final decision June 26.

Denver, Colo.—New TV, vhf Ch. 7. Final decision was adopted by FCC to grant permit for new TV station to Aladdin Radio & TV Inc. (KLZ) with ERP 316 kw visual and 158 kw aural. FCC denied competitive application of Denver TV Co. Final decision June 29.

Savannah, Ga.—New TV, vhf Ch. 11. FCC made effective immediately the initial decision granting application of Savannah Bcstg. Co. (WTOC) for new TV station on Ch. 11 with ERP 258 kw visual and 129 kw aural, antenna height above average terrain 478 ft. Final decision June 26.

Lebanon, Pa.—New TV, uhf Ch. 15. FCC made effective immediately the initial decision granting application of Lebanon TV Corp. for new TV station on Ch. 15 with ERP 92.8 kw visual and 50 kw aural, antenna height above average terrain 246 ft. Final decision June 26.

Charleston, W. Va.—AM assignment on 1300 kc. FCC announced decision denying both applications of WCAW Charleston for change from 250 w unlimited on 1400 kc to 1 kw unlimited on 1300 kc directional and of WGKV Charleston for change from 250 w unlimited on 1490 kc to 1 kw unlimited on 1300 kc directional. Waived Sec. 1.363(a) of rules to allow filing of new applications if so desired. Final decision June 26; announced June 30.

Other Actions

KBBA Benton, Ark.—Benton Bcstg. Service. By memorandum opinion and order, FCC granted license for new AM station on 690 kc with 250 w daytime and denied petition of May 29 by WMPS Memphis asking for hearing and to withhold program test authority. Order June 25; announced June 26.

Salinas-Monterey, Calif.—New TV, vhf Ch. 8. FCC adopted decision making effective immediately its Feb. 18 grants of new TV station permits on share-time basis to Monterey Radio-TV Co. (KMBY), Monterey, and Salinas Bcstg. Corp. (KSBW), Salinas. Grants were stayed April 7 as result of Sec. 309(c) protest by KICU (TV) Salinas.

KVPI Ville Platte, La.—Ville Platte Bcstg. Co. By memorandum opinion and order, FCC dismissed protest of WNOE New Orleans to May 6 grant of new station facilities of 1050 kc with 250 w day to KVPI. Order June 25; announced June 26.

WNDR-AM-FM Syracuse, N. Y. — Syracuse Bcstg. Corp. Designated for hearing application for renewal of licenses on issues involving possible illegal transfer of control and unauthorized silencing of FM outlet. Placed in pending file application for transfer of control. Action June 25; announced June 26.

Durham, N. C.—New TV, uhf Ch. 46. FCC adopted decision which makes effective immediately its Feb. 25 grant of new TV station permit to T. E. Allen & Sons Inc. Grant was stayed April 8 as result of protest under Sec. 309(c) by WSSB Durham. Comr. Frieda B. Hennock dissented. Decision June 29.

Eugene, Ore.—New TV, vhf Ch. 13. By memorandum opinion and order, FCC postponed effective date of May 13 grant of new TV station permit to Eugene TV Inc. pending final determination on Sec. 309(c) protest filed by W. Gordon Allen, permittee uhf Ch. 20 KTVF (TV) Eugene. Eugene TV Inc. application was set for hearing. Comr. Robert T. Bartley dissented. Order June 25; announced June 26.

WGBI-TV Scranton, Pa.—Scranton Bcstrs. Inc. FCC designated for hearing in Washington on date to be determined the application for assignment of TV permit for uhf Ch. 22 to MCL TV Corp. Comrs. Paul A. Walker, George E. Sterling and Robert T. Bartley dissented. Action June 25; announced June 26.

Corpus Christi, Tex.—New TV, vhf Ch. 10. FCC designated for consolidated hearing in Washington July 24 the competitive applications of Corpus Christi TV Co., Superior TV Inc., KEYS-TV Inc. (KEYS) and K-Six TV Inc. (KSIX). Order June 24; announced June 25.

Corpus Christi, Tex.—New TV, vhf Ch. 6. FCC designated for consolidated hearing in Washington July 24 the competitive applications of Gulf Coast Bcstg. Co. (KRIS) and Baptist General Convention of Texas. Order June 24; announced June 25.

Theatre Television (Docket 9552)—FCC adopted decision that theatre TV transmission should be a common carrier operation on frequencies already allocated to the common carrier services. Theatre interests had requested special allocation of frequencies for inter-city and intra-city theatre TV use alone. Decision June 25.

Robert R. Thomas Jr., Oak Hill, W. Va.—By memorandum opinion and order, FCC denied petition of June 1 seeking reconsideration of action of May 29 rescinding assignment of vhf Ch. 4 to Fayetteville, W. Va. (Docket 10381). Comr. Robert T. Bartley concurred in separate statement. Decision June 25.

Opinions and Orders . . .

FCC on June 25 adopted notices of proposed rule-making looking toward amendment of the table of TV allocations on the basis of the following petitions:

By Lynne C. Smeby, Washington, D. C., to add vhf Ch. 5 to Lake Placid, N. Y., and amend offset carrier requirements on this channel at Bangor, Me., and Boston, Mass., to plus and minus, respectively;

By Inter-City Adv. Co. (WAYS-TV), Charlotte, N. C., to delete uhf Ch. 36 at Harlan, Ky., and substitute Ch. 73 plus.

By Hilltop Bcstg. Co. (WTVH-TV), Peoria, Ill., to delete uhf Ch. 26 for noncommercial educational TV use at Springfield, Ill., and to substitute Ch. 66 plus for same (Comrs. Paul A. Walker and Frieda B. Hennock dissented).

By Holdrege Chamber of Commerce, Holdrege, Neb., to add uhf Ch. 4 to Holdrege and delete same from North Platte, Neb.

By the News-Review Co. (KRNR), Roseburg, Ore., to delete vhf Ch. 4 from Medford, Ore., and add it to Roseburg.

By Eastern Oklahoma Television Corp., Ada, Okla., to add vhf Ch. 12 minus to Ada; delete Ch. 12 from Elk City, Okla., and add uhf Ch. 26 there instead.

By Wilton E. Hall (WAIM), Anderson, S. C., to add uhf Ch. 40 to Anderson; delete same from Elizabethton, Tenn., and add, instead, uhf Ch. 22 plus.

By Sam Louis Ackerman, Eau Gallie, Fla., to assign uhf Ch. 37 minus to Melbourne, Fla., which has no present TV channel assignment.

Comments to the above proposals may be filed on or before July 20, 1953.

New Petitions . . .

June 23

TV Allocations—High Point Enterprises Inc. (WHPE), High Point, N. C., asks rule-making proceeding to amend Sec. 3.610 of rules to include Beckley, W. Va., and entire state of W. Va., within Zone 1; amend Sec. 3.606 to (a) substitute vhf Ch. 4 for Ch. 6 at Beckley, (b) substitute Ch. 3 for Ch. 6 at Wilmington, N. C., and (c) assign Ch. 6 to High Point.

Houston-Dallas, Tex.—AM facilities on 740 kc. KTRH Houston (Docket 8753) and Texas Star Bcstg. Co. (Docket 8258). KTRH and KSEO Durant, Okla., petition for postponement of further hearing scheduled July 1 on application of KTRH to change daytime directional array with 50 kw and new station application of Texas

Star for 10 kw day and 5 kw night. KSEO petitioned June 16 for enlargement of issues. On June 29 Texas Star petitioned for additional time to file oppositions to petition for postponement of hearing and opposition to petition of KSEO to enlarge issues. Chief of FCC Broadcast Bureau in June 25 answer indicated no objection to postponement of hearing without date.

June 24

Lancaster, Pa.—New TV, vhf Ch. 8. Peoples Bcstg. Co. (Docket 10365) and WGAL-TV (Docket 10366). Peoples files proposed findings which conclude hearing should be reopened to permit parties to complete cases. (Examiner earlier closed record and ruled Peoples' application in default).

Trenton, N. J.—New TV, uhf Ch. 41. Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision of June 22 to grant application of Peoples Bcstg. Corp. (WTTM).

Atlantic City, N. J.—New AM, 1490 kc. Leroy Bremmer and Dorothy Bremmer d/b as Atlantic City Bcstg. Co. petition for extension from July 2 to Aug. 31 the deadline on which must be filed exceptions to initial decision of June 12 recommending new station grant to Press-Union Pub. Co. [B•T, June 15]. (Docket 10119 et al). Other contestants are Garden State Bcstg. Co. and WDAS Philadelphia, latter seeking change to 1 kw on 1480 kc, which examiner would deny.

KFDM Beaumont, Tex. — KWTO Springfield, Mo., petitions FCC to issue order to show cause why KFDM should not be revoked. On June 25 KWTO petitioned for license renewal hearing for KFDM. KWTO cites actions of KFDM in opposing long-time request of KWTO to boost power on 560 kc.

June 25

Jacksonville, Fla.—New AM, 1280 kc. Ray Herbert Gunckel (BP-8796) and B. F. J. Timm (BP-8859). Mr. Timm petitions for denial of Mr. Gunckel's petition of June 10 which asked for dismissal of the Timm application or for conditional grant of the Gunckel bid. Mr. Timm denies allegations concerning good faith of his application and cites prior severance of interests and connections with certain stations headed by his uncle, E. D. Rivers Sr.

Waterloo, Iowa—New TV, uhf Ch. 16. Charles H. Gurney replies to response of L. E. Kelly and contends "the attempt of Mr. Kelly now to retrench and rest only on the unavailability of Mr. Gurney's site as the basis for grant [of the Kelly application conditionally], clearly exposes the inherent falsity of Mr. Kelly's major original charges" that the Gurney bid was not filed in good faith.

Sacramento, Calif.—New TV, vhf Ch. 3. KCRA Inc. (KCRA) (Docket 10294) and Sacramento Bcstrs. Inc. (KXOA) (Docket 9012). Both parties petition for extension of time from July 1 to July 10 to file proposed findings.

TV Allocation—Jackson Bcstg. & TV Corp. (WKHM), Jackson, Mich., petitions for allocation of vhf Ch. 10 to nearby Parma, Mich.

June 26

KBBA Benton, Ark.—WMPS Memphis replies to answer of KBBA on petition of WMPS requesting FCC to withhold program test authorization and for hearing on KBBA application (BP-8311).

Amendment of AM Standards to delete provisions regarding skywave measurements (Docket 10492)—Opposition filed by Storer Bcstg. Co.

Amendment of Sec. 1 on AM Standards to revise "10% rule" (Docket 10509)—Comments filed by KOA Denver and American Broadcasting-Paramount Theatres Inc. On June 29 comments were filed by NBC; Assn. of Federal Communications Consulting Engineers; KNOX Grand Forks, N. D.; A. Earl Cullum Jr. (asks 10 extra days to file); Storer Bcstg. Co. (asks to July 10 to file), WRAW Reading, Pa.; WFBG Altoona, Pa.; KQV Pittsburgh; WKBO Harrisburg, Pa.; WGAL Lancaster, Pa.

NARBA Notification . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

Mexico

Change list No. 159, June 3, 1953

590 kc

XEHQ Hermosillo, Sonora, increase power from 0.5 kw to 1 kw, operating unl. as Class III-B. 6-3-53.

760 kc

XETA Zitacuaro, Michoacan, delete assignment, 0.25 kw day, Class II. 6-3-53.

XEPK Pachuca, Hidalgo, delete assignment, 0.25 kw day, Class II. 6-3-53.

810 kc

XETA Zitacuaro, Michoacan, new assignment, 0.5 kw day, Class II. 8-8-53.

830 kc

XELA Mexico, D. F., now in operation, 10 kw day, 5 kw night directional, unl., Class II. 6-3-53.

920 kc

XEMD Gomez Palacio, Durango, new assignment, 0.1 kw unl., Class IV. 12-3-53.

960 kc

XENQ Ciudad Lerdo, Durango, new assignment, 0.1 kw day, Class IV. 12-3-53.

XEOS Chetumal, Quintana Ree, new assignment, 0.5 kw unl., Class III-B. 12-3-53.

1010 kc

XEKD Ciudad Acuna, Coahuila, new assignment, 0.5 kw day, 0.25 kw night, unl., Class II. 12-3-53.

1080 kc

XEUS Villahermosa, Tabasco, new assignment, 1 kw day, Class II. 12-3-53.

1090 kc

XEOD Boca del Rio, Veracruz, 0.5 kw, DA-N, unl., Class II. 12-3-53.

1150 kc

XESO Ciudad Obregon, Sonora, increase power daytime from 1 kw to 5 kw, 0.3 kw night, unl., Class III-B. 9-3-53.

1380 kc

XETZ Villahermosa, Tabasco, new assignment, 0.5 kw night, 1 kw day, unl., Class IV. 9-3-53.

1420 kc

XETK Pachuca, Hidalgo, new assignment, 1 kw day, 0.15 kw night, unl., Class IV. 9-3-53.

1430 kc

XENP Salamanca, Guanajuato, correction in schedule from unl. to daytime, 0.25 kw, Class IV. 6-3-53.

Routine Roundup . . .

June 24 Applications

ACCEPTED FOR FILING

License to Cover CP

WHEP Foley, Ala., Howard E. Pill tr/as Alabama—Gulf Radio—License to cover CP (BP-8012) as mod., which authorized new AM (BL-5031).

WKAB Mobile, Ala., Pursley Bcstg. Service Inc.—License to cover CP (BP-8601) which authorized increase in height of ant. (BL-5027).

KBBA Benton, Ark., W. Richard Tuck Jr., C. Lavelle Langley, James B. Branch Jr., and Roy M. Fish d/b as Benton Bcstg. Service—License to cover CP (BP-8311) as mod., which authorized new AM (BL-5026).

KTLO Mtn. Home, Ark., Mtn. Home Bcstg. Corp.—License to cover CP (BP-8420) as mod., which authorized new AM (BL-5017).

KAGR Yuba City, Calif., John Steventon—License to cover CP (BP-8326) which authorized new AM (BL-5028).

WTIC Hartford, Conn., The Travelers Bcstg. Service Corp.—License to cover CP (BP-8214) as mod., which authorized installation of auxiliary trans. to operate with non-DA (BL-5042).

WGRA Cairo, Ga., Grady-Mitchell Bcstg. Co.—License to cover CP (BP-8150) as mod., which authorized change in frequency and changes in ant. and ground system (BL-5024).

KGNO Dodge City, Kan., The Dodge City Bcstg. Co.—License to cover CP (BP-8700) which authorized installation of old main trans. as auxiliary trans. to be operated on 1370 kc. with power of 1 kw, employing DA, N, for auxiliary purposes only (BL-5044).

WIHL Hammond, La., Nicholas Cefalu and Anthony V. Cefalu d/b as Cefalu Radio Station—License to cover CP (BP-8355) as mod., which authorized change in frequency; hours of operation, and type of trans. (BL-5030).

WMDC Hazlehurst, Miss., Louis Alford, Phillip D. Brady, Albert Mack Smith, d/b as Southwestern Bcstg. Co. of Miss.—License to cover CP (BP-8184) as mod., which authorized new AM (BL-5045).

KOLN Lincoln, Neb., Cornhusker Radio and Television Corp.—License to cover CP (BP-8611) as mod., which authorized increase in height of ant. tower and add TV transmitting ant. at top and specify correct site of coordinates (BL-5016).

WNOS High Point, N. C., The North State Bcstg. Co.—License to cover CP (BP-8470) as mod., which authorized new AM (BL-5041).

KBEL Idabel, Okla., Winston O. Ward tr/as Idabel Bcstg. Co.—License to cover CP (BP-8399) as mod., which authorized new AM (BL-5038).

KNED McAlester, Okla., Pittsburg County Bcstg. Co.—License to cover CP (BP-8330) which authorized change in hours of operation from D to unlimited using power of 500 w. N and 1 kw D, and installation of DA N use only. (BL-5018).

KTOK Oklahoma City, Okla., KTOK Inc.—License to cover CP (BP-8108) as mod., which authorized increase in N power and changes in N DA. (BL-5015).

WHYL Carlisle, Pa., Richard Field Lewis Jr.—License to cover CP (BP-8603) as mod., which authorized increase in N power and changes in ant. system. (BL-5020).

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—License to cover CP (BP-8374) as mod., which authorized new AM. (BL-5022).

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—License to cover CP (BP-8255) as mod., which authorized new AM. (BL-5037).

WJLS Beckley, W. Va., Joe L. Smith Jr. Inc.—License to cover CP (BP-8472) as mod., which authorized increase in D power and installation of new trans. for D use (two main trans.). (BL-5036).

WETZ New Martinsville, W. Va., The Magnolia Bcstg. Co.—License to cover CP (BP-8446) as mod., which authorized new AM. (BL-5019).

KERN-FM Bakersfield, Calif., McClatchy Bcstg. Co.—License to cover CP (BPH-1792) which authorized changes licensed station. (BLH-902).

Modification of CP

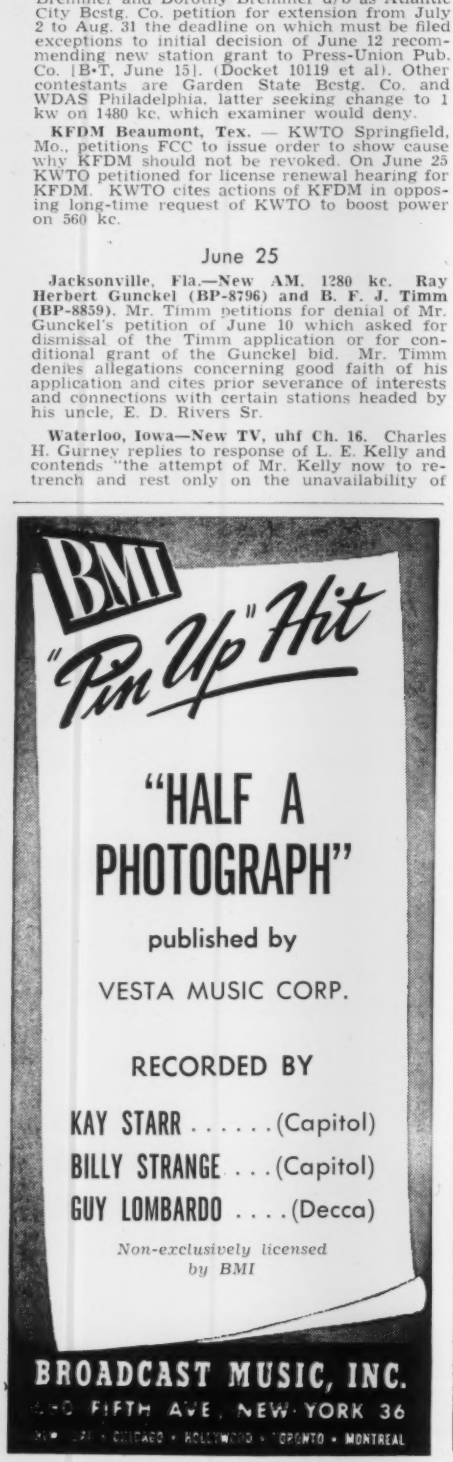
WISO Ponce, Puerto Rico, South Puerto Rico Bcstg. Corp.—Mod. CP (BP-8074) which authorized new AM, for extension of completion date. Amended to change expiration date. (BMP-6152 amended).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Mod. CP (BPH-1743) as mod., which authorized new FM for extension of completion date. (BMPH-4831).

KTVR (TV) Hitchcock, Tex., M. B. Rudman tr/as Rudman Television Co.—Mod. CP (BPCT-1269) which authorized new commercial TV for extension of completion date from 7/19/53 to 1/19/54. (BMPCT-1186).

Renewal of License

Following stations request renewal of license: WGYV Greenville, Ala., Greenville Bcstg.


BMI
"Pin Up" Hit
"HALF A PHOTOGRAPH"
published by
VESTA MUSIC CORP.
RECORDED BY
KAY STARR . . . . . (Capitol)
BILLY STRANGE . . . (Capitol)
GUY LOMBARDO . . . . (Decca)
Non-exclusively licensed by BMI
BROADCAST MUSIC, INC.
580 FIFTH AVE, NEW YORK 36
CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Corp. (BR-2079 Resub.); KLIZ Brainerd, Minn., Brainerd Bcstg. Co. (BR-1286 Resub.); KTHT Houston, Tex., Texas Radio Corp. (BR-1201 Resub.); KECK Odessa, Tex., Ben Nedow tr/as Ector County Bcstg. Co., informal request (BR-1409); KVOU Uvalde, Tex., Edward J. Harpole and W. E. Harpole d/b as Uvalde Bestrs. (BR-1526); WBEZ (FM) Chicago, Ill., Board of Education, City of Chicago (BRED-6); WVSH (FM) Huntington, Ind., School City of Huntington (BRED-8); WPTL (FM) Providence, Providence Bible Institute (BRED-16); WGRE (FM) Greencastle, Ind., DePauw U. (BRED-38).

Remote Control

WEEI-FM Boston, CBS Inc.—301-A application to operate by remote control. (BRCH-34).

WEPM-FM Martinsburg, W. Va., C. M. Zinn and C. Leslie Golliday d/b as Martinsburg Bcstg. Co.—301-A application for remote control operation. (BRCH-33).

June 25 Decisions

BY COMMISSION EN BANC

Actions Taken June 24

McFarland Letters

KOWL Bcstg. Co., Corona, Calif.—Is being advised that application for new TV station to operate on Ch. 52 (BPCT-1494) indicates necessity of a hearing.

KITO-TV San Bernardino, Calif., KITO Inc.—Is being advised that Commission cannot act at this time on application for extension of time to December 1953 to construct TV station, authorized on Ch. 18, on basis of present showing (BMPCT-1042).

Modification of STA

Howard-Yale Inc., Palm Springs, Calif.—Granted mod. of special temporary authority to March 26, 1953, for experimental TV booster station KM2XFA, Palm Springs, to allow additional period for construction to permit not more than three months of experimental operation after completion of construction, but not beyond Dec. 26, 1953. Authority is also granted to re-transmit signals of TV broadcast stations other than Los Angeles stations, including XETV Tijuana, Mexico, provided consent is obtained in accordance with Sec. 4.184 of Commission rules.

June 26 Decisions

BY COMMISSION EN BANC

Actions Taken June 25

McFarland Letters

San Patricio Bcstg. Co., Sinton, Texas—Is being advised that application (BP-8758) for new AM to operate on 1590 kc, 1 kw, DA-D, indicates necessity of a hearing.

WJET Erie, Pa., Myron Jones—Is being advised that application (BP-8739) to change AM facilities from 1570 kc, 250 w, D, to 1400 kc, 250 w unl., indicates necessity of hearing.

Esther Blodgett, Harvard, Ill.; Winnebago Bcstg. Co., Rockford, Ill.; WNMP Evanston, Ill., Evanston Bcstg. Co.—Are being advised that their AM applications involve mutual interference questions which indicate necessity of hearing. Blodgett and Winnebago seek new stations to operate on 1600 kc, Blodgett (BP-8579) with 500 w-D, and Winnebago (BP-8281) with 1 kw, DA-2, unl. WNMP wants increase in power on 1590 kc from 1 kw to 5 kw, DA-D (BP-8861).

Hattiesburg Television Co., Hattiesburg, Miss.—Is being advised that application (BPCT-1545) for a new TV to operate on Ch. 9 indicates necessity of a hearing.

Granted License

WOSA Merrill, Wis., Alvin E. O'Konski—Granted license (BL-5040) for operation of WOSA (formerly WLIN), in accordance with CP (BP-8239) granted 12/4/52, which authorized change in location from Merrill to Wausau, Wis., and increase in power from 1 to 5 kw, DA; also granted authority for period of 90 days to operate from present studios in Merrill pending completion of studios in Wausau in accordance with provisions of Sec. 3.30 of rules. Commissioner Doerfer not participating.

June 26 Applications

ACCEPTED FOR FILING

License to Cover CP

KLER Lewiston, Idaho, Cole E. Wylie—License to cover CP (BP-8431) as mod., which authorized new AM, trans. and studio locations redescribed as 2829 Country Club Dr., Lewiston, Idaho (BL-5033).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WBNY Buffalo, N. Y., Roy L. Albertson (BRC-97); WFTC Kinston, N. C., Kinston Bcstg. Co. (BRC-98); WNOK Columbia, S. C., Palmetto Radio Corp. (BRC-100).

HOWARD E. STARK

Brokers and Financial Consultants

TELEVISION STATIONS • RADIO STATIONS

50 E. 58th St.
New York 22, N. Y. ELdorado 5-0405

Modification of CP

WLBC-TV Muncie, Ind., Tri-City Radio Corp.—Mod. CP (BPCT-789) which authorized new commercial TV for extension of completion date from 6/29/53 to 9/15/53. (BMPCT-1190).

WKBN-TV Youngstown, Ohio, WKBN Bcstg. Corp.—Mod. CP (BPCT-275) as mod. which authorized new commercial TV for extension of completion date from 7/17/53.

APPLICATION RETURNED

Voluntary Relinquishment of Control

KLAN Renton, Wash., Interlake Bcstg. Corp.—Voluntary relinquishment of negative control of licensee corp. by both H. E. Ridalls and Wm. L. Simpson through sale of 4 shares of stock to Richard K. Bush.

June 29 Decisions

BY BROADCAST BUREAU

Actions Taken June 25

Granted License

WQAN-FM Scranton, Pa., The Scranton Times—Granted license covering changes in FM: 107.3 mc, (Ch. 297); ERP 1.8 kw; ant. 1,200 ft. (BLH-899).

Modification of CP

WOOW New Bern, N. C., Craven Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6237).

Granted Authority

WBNY Buffalo, N. Y., Roy L. Albertson—Granted authority to operate trans. by remote control (BRC-97).

WFTC Kinston, N. C., Kinston Bcstg. Co.—Granted authority to operate trans. by remote control while using non-DA (BRC-98).

Actions Taken June 26

Modification of CP

WLBC-TV Muncie, Ind., Tri City Radio Corp.—Granted mod. CP for extension of completion date to Sept. 15, 1953 (BMPCT-1190).

WEEK-TV Peoria, Ill., West Central Bcstg. Co.—Granted mod. CP for extension of completion date to Aug. 27, 1953 (BMPCT-1198).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WTON Staunton, Va. (BRC-99); WNOK Columbia, S. C. (BRC-100); KUDL Kansas City, Mo. (BRC-101); WDVA Danville, Va. (BRC-102), when using non-DA system.

Granted License

KIFN Phoenix, Ariz., Western Bcstg. Co.—Granted license covering increase in power and installation of new trans.; 860 kc, 1 kw-D (BL-5032).

Modification of CP

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6238).

Actions Taken June 24

Granted License

KIBS Bishop, Calif., Inyo Bcstg. Co.—Granted license for AM: 1230 kc, 250 w unl. (BL-4966).

WBRE-FM Wilkes-Barre, Pa., Louis G. Baltimore—Granted license covering changes in licensed station (BLH-888).

Granted CP

WEAU Eau Claire, Wis., Cent. Bcstg. Co.—Granted CP to install new trans. at present location of main trans., to be operated for auxiliary purposes only (BP-8877).

WTAN Clearwater, Fla., Clearwater Radio Bestrs. Inc.—Granted CP to change trans. location and change studio location (BP-6890).

Modification of CP

WFTW Ft. Walton, Fla., Vacationland Bcstg. Co. Inc.—Granted mod. CP for approval of ant., trans. location and specify studio location (BMP-6188).

WEKY Richmond, Ky., Dages I. Boyle—Granted mod. CP for approval of ant., trans. and studio location; 1340 kc, 250 w unl. (BMP-6204).

Granted CP

KWAK Stuttgart, Ark., Stuttgart Bcstg. Corp.—Granted CP to install new trans. (BP-8887).

WRON Ronceverte, W. Va., Blake Bcstg. Co.—Granted CP to install new trans. (BP-8889).

Remote Control

KVOX Moorhead, Minn., KVOX Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-96).

Modification of CP

KIFN Phoenix, Ariz., Western Bcstg. Co—Granted mod. CP to change type of trans. (BMP-6233).

WEZB Homewood, Ala., Voice of Homewood—Granted mod. CP for extension of completion date to 9/1/53 (BMP-6234).

KDRO-TV Colorado Springs, Colo., Pikes Peak Bcstg. Co.—Granted mod. CP for extension of completion date to 1/19/54 (BMPCT-1184).

WVAM-FM Altoona, Pa., The General Bcstg. Corp.—Granted mod. CP for extension of completion date to 9/1/53 (BMPH-4831).

Actions Taken June 23

Granted License

KBIM Roswell, N. M., Radio Station KBIM—Granted license for AM: 910 kc, 1 kw-D (BL-5013).

KRGI Grand Island, Neb., Grand Island Bcstg. Co. Inc.—Granted license for AM: 1430 kc, 1 kw, DA-N unl. (BL-4963).

KFGQ Boone, Iowa, Boone Biblical College—Granted license covering installation of new trans. (BL-5000).

Modification of CP

The following stations were granted mod. CPs for extension of completion dates as shown:

KONA Honolulu, to 12/23/53 (BMPCT-1185); WNBK Cleveland, Ohio, to 1/25/54 (BMPCT-1180); WBAY-TV Green Bay, Wis., to 12/6/53 (BMPCT-1183); WRTV Asbury Park, N. J., to 10/1/53 (BMPCT-1151).

Remote Control

The following stations were authorized to operate transmitters by remote control:

WROK-FM Rockford, Ill. (BRCH-75); WROK Rockford, Ill. (BRC-95).

Actions Taken June 22

Granted License

WLSE Wallace, N. C., Duplin Bcstg. Co.—Granted license for AM: 1400 kc, 250 w unl. (BL-5009).

Granted CP

WBOY Tarpon Springs, Fla., WBOY Inc.—Granted CP to change trans. location (BP-8894).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

WEPM Martinsburg, W. Va. (BRC-91); WEEI-FM Boston, Mass. (BRCH-34); WEPM-FM Martinsburg, W. Va. (BRCH-33).

June 29 Applications

ACCEPTED FOR FILING

License to Change Transmitter

WSFA Montgomery, Ala., Montgomery Bcstg. Co.—License to use formerly licensed main trans. as auxiliary trans. (at present location of main trans.) with frequency of 1440 kc and power of 1 kw. (BL-5035).

License to Cover CP

WISP Kinston, N. C., Edwin J. Schuffman—License to cover CP (BP-8438) as mod. which authorized new AM (BL-5046).

WOKE Oak Ridge, Tenn., Air Mart Corp.—License to cover CP (BP-8287) which authorized change in frequency (BL-5050).

WKYR Keyser, W. Va., Potomac State Bcstg. Co.—License to cover CP (BP-8503) as mod. which authorized new AM (BL-5049).

KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp.—License to cover CP (BP-8691) which authorized increase in power and installation of new trans. (BL-5051).

the NBC *station serving*
greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM

A Slow & Vicious Curve

AS BASEBALL'S resident evangelist on Capitol Hill, Sen. Ed Johnson (D-Colo.) has done his best to spread the word that the game is a spiritual force and not a commercial enterprise. A fortnight ago, in a fit of unprecedented devotion, he introduced a measure that would effect a legislative canonization of baseball.

Big Ed proposed a federal law to give baseball a status absolutely unique in government legislation. The law would specify that under some circumstances baseball broadcasts on radio or television must be sustaining. Big Ed's regard for baseball is the more obvious when one recalls that he has not questioned the appropriateness of commercial broadcasts of such events as the Inauguration of a President or the Coronation of a Queen. Possibly those occasions escaped his notice in his preoccupation with the larger affairs of baseball.

The senator's attack on commercial broadcasts was in the form of an amendment to his pending bill to legalize organized baseball's Rule 1(d) which, before baseball abandoned it because of its monopoly features, prohibited radio-TV coverage of games within 50 miles of the home team's park.

The amendment would permit any radio or TV station to broadcast, rebroadcast or recreate any baseball game anywhere—providing the program was sustaining.

Unfortunately for his reputation as a defender of baseball's spirituality, the senator's amendment smacks of vindictiveness. Before he hastily added it to his bill, the NARTB had expressed vigorous opposition to the original measure.

It was the thesis of the NARTB that baseball broadcasts were of public interest and that the legalization of Rule 1(d) would thus be against the public interest. Quite obviously Sen. Johnson threw in the amendment to embarrass the broadcasters' case. His retort to further discussions of "public interest" is bound to be that if "public interest" is their primary concern, broadcasters can serve it by carrying baseball for nothing.

Big Ed has thrown broadcasters a curve that rivals the best one ever heaved by Grover Cleveland Alexander. We would remark, however, that a lot of batters hit Mr. Alexander for home runs. And clever batting can smack Big Ed's pitch out of the Congressional park.

Fool's Gold

THE *New York Times* has published a depressing report that nearly half the private colleges and universities in the U.S. are unable to balance their budgets and that even tax-supported public institutions are having trouble with advancing costs.

The *Times* surveyed 810 colleges and universities and found a universal concern over financial problems.

If the situation is as critical as the survey of the authoritative *New York Times* suggests, this would hardly seem to be the time to consider adding new and heavy financial burdens to the U.S. education system.

Of all times, this is certainly not the one to think of imposing a non-commercial, educational television system on a U.S. college community that is having severe financial difficulties.

No matter how energetically the advocates of educational TV may exhort the educators, it is now perfectly obvious that no more than a few educational groups can muster the funds necessary to occupy the reserved channels. It is also clear that these advocates will be forced eventually to admit the gloomy economic facts of contemporary education. Unhappily, it is not possible to hope that their ardor for this unrealistic project will be at all diminished.

When they are obliged to acknowledge that non-commercial, educational television is an unrealizable dream, its proponents are bound to alter their proposals. The new demand will be for non-profit, educational television. That demand must be resisted with all the force commercial broadcasters can bring to bear.

Non-profit, educational television would not only place educational stations in an advantageous competitive position with commercial stations, but also would largely negate purposes that its advocates say non-commercial, educational TV would serve.

Non-commercial, educational television is a dream that is unreal enough; non-profit, educational television would be an illegal nightmare.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"You can broadcast any *baseball game. This station is more than fifty miles from every ball club in the country."*

The Denver Precedents

LAST WEEK the FCC issued its first full-dress opinion in a comparative television hearing since the lifting of the freeze. It decided in favor of Aladdin Radio & Television Inc. (KLZ Denver) and against Denver Television Co., a newcomer applicant primarily in the theatre exhibition business.

The opinion is significant on several counts. These readily may be used as future guideposts by examiners and FCC.

There had been considerable contention over KLZ's arrangements with CBS to affiliate if and when it received a TV license. The FCC held this was merely an agreement by the parties (KLZ and CBS) whereby each had "a first call" on the other's services. It held the arrangement isn't contrary to the two-year rule on affiliations. Significantly, the FCC said that applicants, of necessity, must speculate with regard to the time they may expect final action and "seek to secure some measure of assurance of a network service if successful in obtaining a television license." So it gave its approval to pre-hearing network-affiliate arrangements when they are consistent with the two-year rule.

"Diversification of control" has been another vexing problem for applicants now holding licenses. Denver, being a newcomer, had contended it should get the grant, since Aladdin owned KLZ and several of its stockholders held other radio-TV interests. The FCC said that in the past it had held diversification desirable, and that, in the absence "of countervailing considerations," a grant to an applicant who has fewer broadcast interests better serves the public interest. But, even though Denver is qualified, the FCC nevertheless said that Aladdin had "demonstrated its superiority in all other material respects. . . ."

While we applaud the KLZ victory, we think the FCC improperly raised the diversification issue. This is rank discrimination against existing licensees. There was nothing in the record on which to base this mischievous dictum. It simply bought the argument of the Broadcast Bureau, lock, stock and barrel.

The third controversial point—whether there are substantial conflicts between the motion picture exhibition business and television—was left in doubt. It found there was wholly insufficient evidence to support the adoption of a policy that motion picture exhibitors, large or small, are unqualified as TV licensees. Nor could it determine, on the record, whether they are less qualified than non-exhibitors, since KLZ also has stockholders engaged in motion picture exhibition.

That constitutes the Commission's "year's work" in the "Denver Case." There can be no argument on the network-affiliate policy. It was "no dice" on the motion picture issue. But on the "diversification" aspect, we feel the Commission erred. It seems to us that only where there would be an out-and-out monopoly of all the media in the area could the issue of diversification be raised. The FCC eventually must conclude that, all other things equal, it will give preference to the existing station, not the newcomer.

fresh

780 ORIGINAL MINUTE MOVIES

made expressly for television

Here's what you get when you buy MOVIE QUICK QUIZ!

- A fifteen-minute, five-times-a-week quiz package. (Can be developed into a half-hour strip, 5 times-a-week.)
- Has the biggest sale and highest ratings of any syndicated multiple show in America.
- There are three outside phone calls made on every program, and for every call there's a brand new question, plus a brand new minute movie to illustrate a clue. (A full year's supply without repeats.)

please note! Our films are original, dramatic minute movies made in 1952 and 1953 *specifically for TV*—no trite newsreel clips, no movie antiques. Our films are fresh and entertaining, *custom-built* for our questions and answers.

constitute the "guts" of

MOVIE QUICK QUIZ

America's No. 1 Syndicated Quiz Show

WALTER SCHWIMMER PRODUCTIONS, INC.

75 E. Wacker Drive • Chicago 1 • FRanklin 2-4392

Creators of **TELLO-TEST**—America's **FIRST** and most successful syndicated RADIO QUIZ SHOW

We've set a price for MOVIE QUICK QUIZ that is awfully, awfully sweet. Write, wire, or phone us for our deal. Audition film immediately available.

XUM